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**JOINT GRAND JUNCTION CITY COUNCIL  
AND PLANNING COMMISSION**

**THURSDAY, JUNE 13, 2019**

**WORKSHOP, 11:30 A.M.  
CITY HALL AUDITORIUM  
250 N. 5<sup>TH</sup> STREET**

*To become the most livable community west of the Rockies by 2025*

**1. Discussion Topics**

- a. Update on the DDA's Plan of Development

**2. Next Workshop Topics**

**3. Other Business**



## Grand Junction City Council

### Workshop Session

Item #1.a.

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**Meeting Date:** June 13, 2019

**Presented By:** Brandon Stam, DDA Executive Director

**Department:** Community Development

**Submitted By:** Brandon Stam

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### **Information**

#### **SUBJECT:**

Update on the DDA's Plan of Development

#### **EXECUTIVE SUMMARY:**

The DDA began the update of their 1981 Plan of Development in July of 2018. The project is beginning the drafting stage and the DDA would like to update City Council and Planning Commission on the progress and findings that have occurred throughout the past couple months.

#### **BACKGROUND OR DETAILED INFORMATION:**

The DDA in partnership with Community Builders set out to update the 1981 Plan of Development which is the guiding document for the organization. That effort kicked off in the Fall of 2018 and was broken into four stages:

1. Downtown Today-Where are we?
2. Downtown Tomorrow-Where do we want to be?
3. Strategies-How will we get there?
4. Priorities and Actions-Where and how do we start?

Phase 1 and 2 was completed in April along with a summary document outlining the findings and detailing the outreach. Phase 3 and 4 began in late April through May with design workshops, a public charrette, and focus group meetings. A summary document was completed in June and we are seeking additional input and dialogue with City Council and Planning Commission. Both summary documents are attached for reference.

**FISCAL IMPACT:**

N/A

**SUGGESTED ACTION:**

N/A

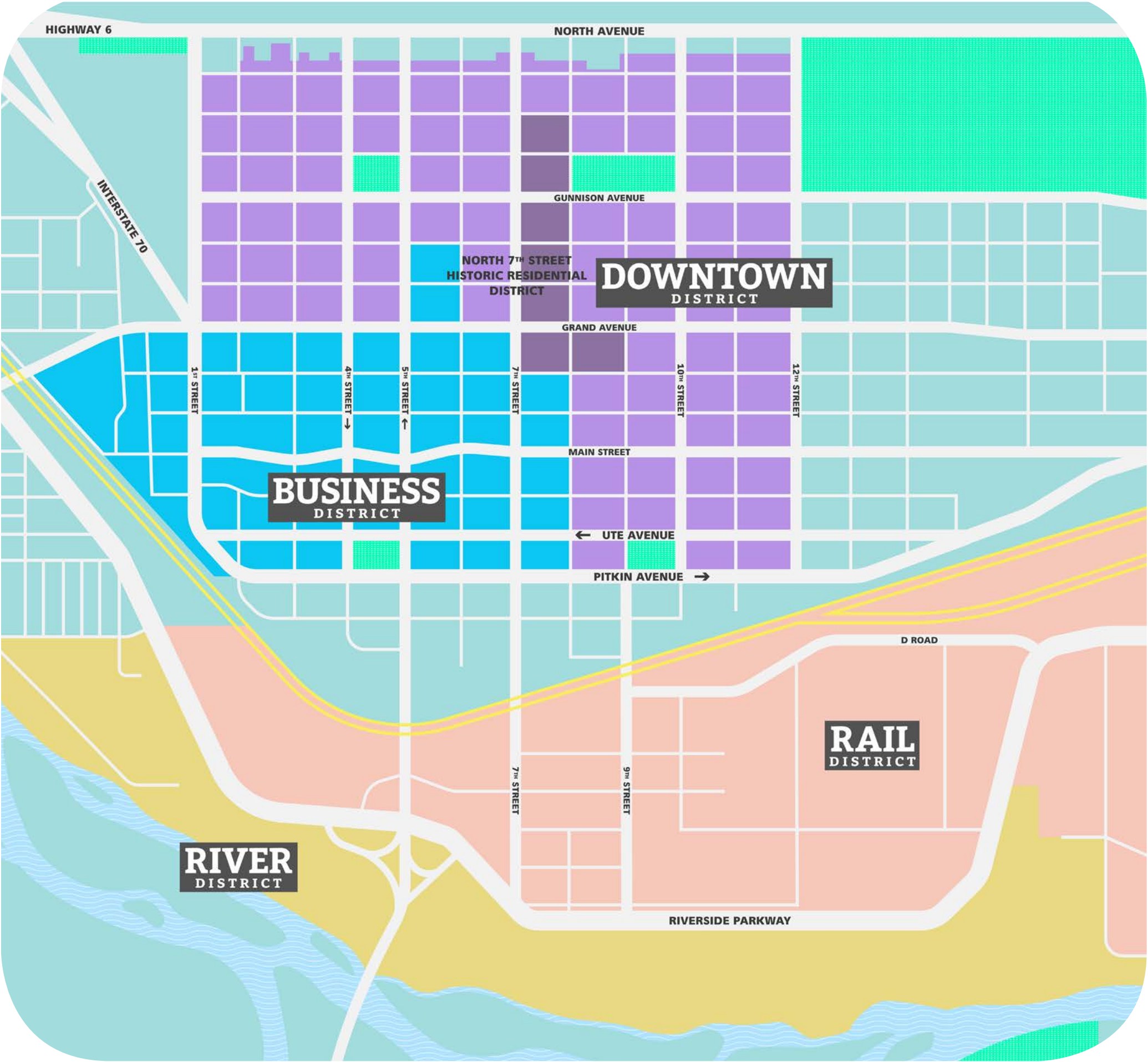
**Attachments**

1. Design Workshop Summary
2. Vibrant Together Phase 1 and 2 Summary



# DESIGN WORKSHOP SUMMARY





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## DESIGN IDEAS

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## PROJECT BACKGROUND

When asked, local residents describe the City of Grand Junction as a welcoming community with a small-town vibe characterized by strong local arts and culture- and at the heart of it all is the downtown. However, residents also feel there is lot of potential. Regional population and economic growth are creating a demand for development. With this growth comes the need for strategic thought about what is best for the community.

The goal of this Downtown Plan of Development, called “Vibrant Together: A Downtown Initiative,” (referred in this document as ‘the Plan’ or ‘the POD’) is to communicate our shared values for growth in Downtown Grand Junction. This Plan will be a governing document for the Downtown Development Authority (DDA) and will identify a clear plan of action for priority projects, strategies, and partnerships in the near term, aligned with the community’s vision for downtown Grand Junction. To achieve this the Plan will;

- Provide a unified vision for downtown.
- Identify projects that advance the vision
- Bring local leaders together in pursuit of that vision.

**WHY DO THIS NOW?** The primary responsibility of the Downtown Development Authority (DDA) is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction. The current DDA Plan of Development, is 38 years old and therefore is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of greater downtown should be. In this time of growth, the DDA should have a strong governing document that is reflective of the community's wants and needs in downtown and develop strong partnerships for making a positive impact to the downtown.

While the City Comprehensive Plan, The Greater Downtown Plan and other guiding vision documents and strategic plans identify opportunities and regulate growth in the downtown, this Plan of Development will guide the types of projects and programs that for downtown with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

**A COMMUNITY DRIVEN PROCESS** A primary goal of Vibrant Together is to work with residents and local organizations to create a vision for a thriving downtown. In addition to providing strategies for the downtown, this process will work to build support from the community as well as local partnerships for successful implementation.

The planning process is being executed in four phases;

## DOWNTOWN TODAY

*Where are we?*

Understand the current conditions and trends that influence downtown. This phase will result in a market analysis and understanding of local issues and concerns.

**DOWNTOWN  
TOMORROW**  
*Where do we want to be?*

Develop downtown goals that align community priorities. This phase will result in goals that provide a framework for action and guide decision making.

## STRATEGIES

*How will we get there?*

## PRIORITIES AND ACTIONS

*Where and how do we start?*

This phase will result in a Plan of Development update that identifies key concepts for downtown, implementation recommendations, and key partnerships for taking action.

**THE BIG IDEAS** Goal setting provides an opportunity for people to work together and build consensus. These goals are meant to serve several key purposes. First, they are meant to provide direction for advancing the community's vision of building a thriving downtown for everyone. They should act as a tool for guiding future decisions, like determining if a new project or policy is in line with the vision. They are also useful for monitoring progress, to identify successful efforts that should be expanded upon, or unmet goals and gaps that need to be addressed.

The following goals have been developed based on comments received from the Grand Junction community through online surveys, comment boxes, focus groups, and pop-up events and validated at the Strategy Workshop in February 2019. These will guide the development of ideas in the Design Workshop



## GOAL 1: VIBRANCY

Downtown is the “The heart of it all” as a 18 hour/7 days a week center of activity for all ages and income levels.



## GOAL 2: DOWNTOWN DEVELOPMENT

Downtown offers a diversity of retail, housing and office choices for all price points to bring more people to live, work and play downtown.



### GOAL 3: IDENTITY

Downtown is recognized as the hub of regional culture for the western slope.



## GOAL 4: CONNECTIVITY

Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.



## GOAL 5: SAFETY AND COMFORT

Downtown is safe and comfortable environment that is welcoming to all.

# WHAT HAVE WE DONE LEADING UP TO THE DESIGN WORKSHOP?

## WHO HAVE WE HEARD FROM?

Pop Up Events: Farmers Markets, Downtowner, Car Show, Tour De Rock (CMU Event)

Photobooth

Comment Boxes: Library, Colorado Baby, Gelato Junction, Transit Center, Art Center, RAW Canvas (50 Respondents)

Community Action Team Meetings

Downtown Development Board Presentations

City Council Presentation

Focus Group Meetings: Developer Meeting, Social Services Meeting, Recreation and Outdoor Meeting, CMU Meeting, Neighborhood Group Meeting

Online Survey (300 Respondents)

Visitor Survey (0 Respondents)

Strategic WALKshop(15 Attendees)

Strategic Development Workshop (10 Attendees)

Strategic Workshop Public Open House (100 Attendees)



Images from Public Outreach which took place between August 2018-January 2019.

**PHASE 1 and 2 Summary Document.** The Phase 1 and 2 summary provides background data and context for the goals and strategies developed that will guide the direction of the Design Workshop. This document outlines in detail the market context, the public comment and the strategies to be explored in the Plan of Development. The following is an overview of the goals and strategies outlined in Chapter 3 of this document

### Identity:

- Main Street is 'the heart of it all'
- The arts are important
- Capitalize on regional assets
- Make it easy to get into and around

### Vibrancy:

- Bring more people downtown
- Events are a huge draw
- Expand business hours
- Capture a diverse set of shoppers
- Activate streets and alleys
- Funkify Colorado Avenue
- Create more outdoor public spaces
- Increase food access downtown

### Downtown Development:

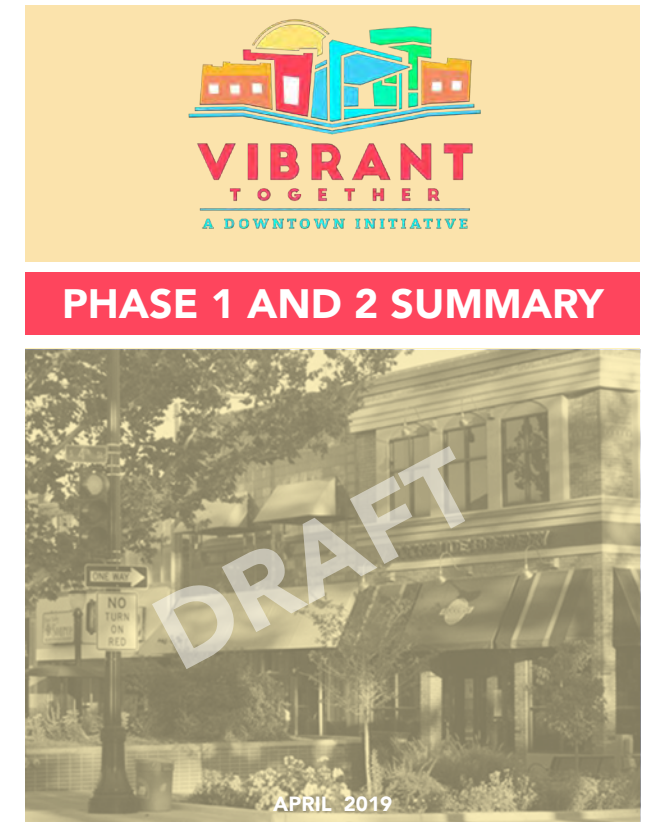
- Build out other areas of downtown
- New development should be incremental
- People are interested in more active uses downtown
- People want to live downtown, but are lacking options
- Preserve historic character

### Connectivity:

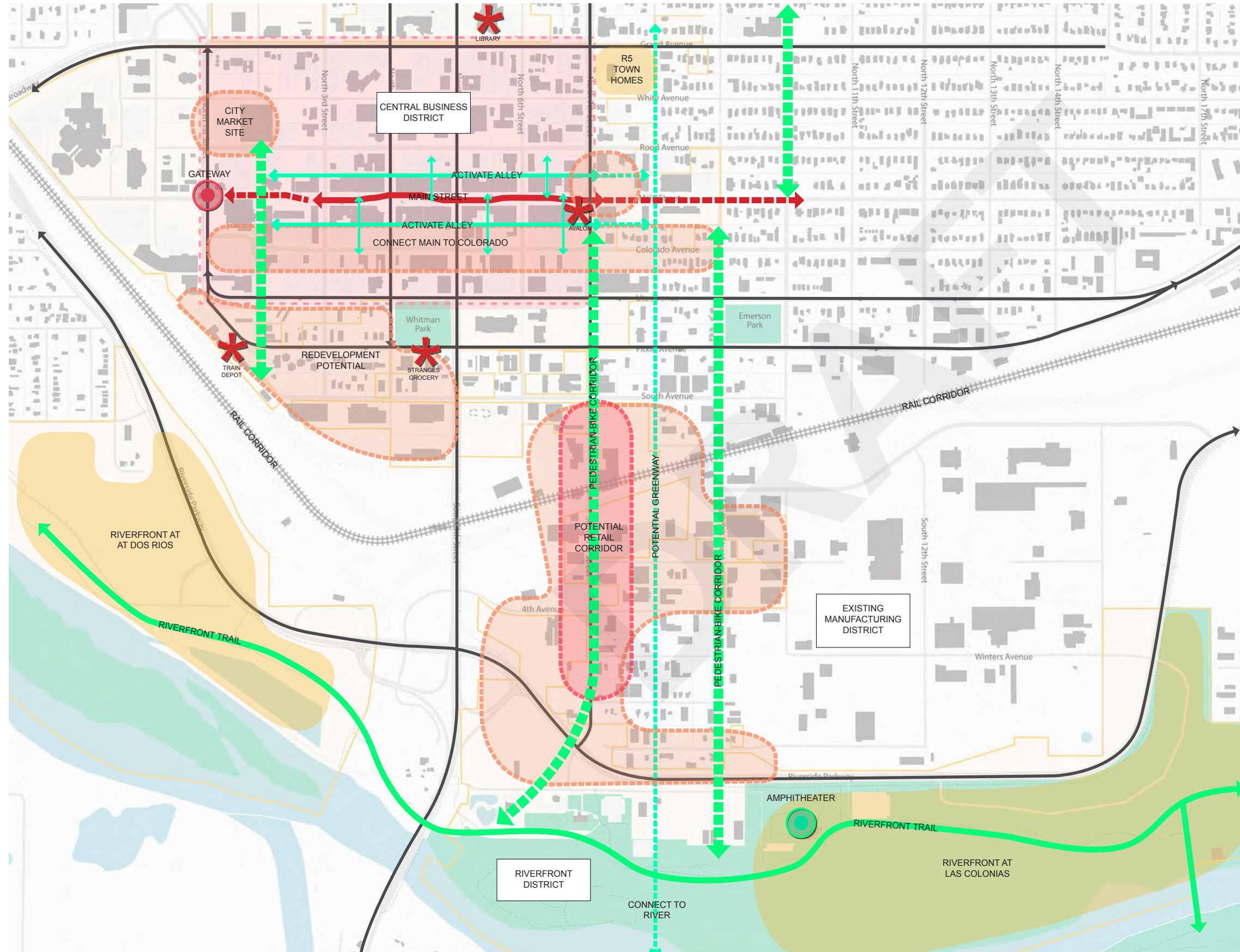
- Connect downtown to the river
- The role of streets in downtown
- Connect downtown to campus
- Provide better bike infrastructure
- Improve pedestrian infrastructure
- More options for public transit
- The perception of parking

### Safety and Comfort:

- Sense of comfort in the downtown
- Enforcement to engagement



# OPPORTUNITIES MAP: Ideas to Be Explored



**Opportunities Map.** The Opportunities Map was developed as a summary of ideas brought up through public comment and stakeholder engagement as a 'starting off point' for the Design Team at the Workshop.

## 1. Connecting downtown to the river

- Bring more activation of uses into the Rail District.
- Develop a comprehensive strategy for a complete, connected bike network from CMU, through downtown, to the River.
- Build safe, active and walkable pedestrian corridors with safe crossings, active street frontage and streetscape amenities.
- Incorporate art into wayfinding, trail corridors, open space to connect to the cultural history of Grand Junction including experiential and interactive art pieces that highlight recreation and agriculture.

## 2. Creating a safer, more active downtown

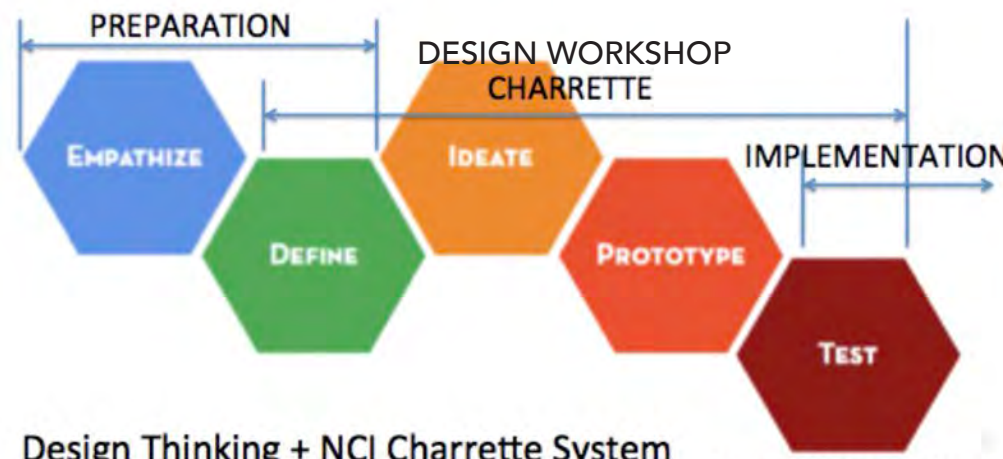
- Bring more, and different, people downtown to activate the streets at most times of day by increasing businesses vitality and increasing retail mix.
- Provide opportunities for food access in the downtown to support existing residents and office workers as well as for future residents who desire goods and services in walking distance.
- Create more of a vibe in downtown by expanding the energy beyond Main Street to activate the alleys and breezeways, Colorado Street and increasing the opportunity for public spaces to hang out in downtown.

## 3. Increasing housing and retail opportunities in the downtown

- Look at opportunity sites and project feasibility for missing middle and incremental development opportunities throughout downtown.
- Explore infill opportunities that create a synergy between the arts and culture of downtown, existing manufacturing in the Rail District, and outdoor recreation amenities of the River District.
- Preserve the historical character of Grand Junction through adaptive reuse of historical buildings and integrating contextual architectural elements.

# WHAT IS A DESIGN WORKSHOP?

**What is a Design Workshop?** On April 30 through May 2, Community Builders brought a team of experts to work together on-site in Grand Junction for three days to develop on the map strategies to create a more active, vibrant and livable downtown. This includes at both quick win small scale projects and long-range big projects for improving physical connections to the river and supported by strategies for infill development. During these three days drawings, sketches, maps and other materials that convey how the big ideas are translated to potential, but achievable, projects.



- ✓ 1. Listen (Outreach)
- ✓ 2. Define (Goals)
- 3. Design and Test Ideas (Design Workshop)
4. Implement (Final Plan)

Design Thinking + NCI Charrette System

A Design Workshop is an opportunity to:

**EXPLORE IDEAS THROUGH A COLLABORATIVE, TEAM-BASED APPROACH;**

**ENGAGE A TEAM OF EXPERTS TO PRODUCE CONCEPTUAL IMAGES AND RENDERINGS;**

**GATHER FEEDBACK FROM DDA, CAT, PROPERTY OWNERS AND PUBLIC.**



Design Team Worksessions



## Development and Implementation Strategies

Alex Joyce, Cascadia Partners  
Alex Steinberger, Cascadia Partners  
Neil Heller, Cascadia Partners  
Brandon Stam, DDA  
Cary Sheih, Community Builders



## Team Placemaking and Activation Opportunities

Jim Leggitt, FAIA  
Caitlyn Love, DDA  
Sierra Jeter, Community Builders



## Team Connectivity Opportunities

Peter Swift, Swift and Associates  
Bud Tymczyszyn, Community Builders



## Floating

Alison Bourquin, Community Builders  
Clark Andersen, Community Builders  
Jim Leggitt, FAIA  
Peter Swift, Swift and Associates



# COMMUNITY ENGAGEMENT

**How is the community involved?** The community is an essential element of a Design Workshop. It would be easy for our team to work in silos, but by being together in Grand Junction and inviting the community to provide feedback as we work, we are able to develop ideas and plans that best reflect the wants and needs of the community. Over the course of the workshop we engaged with one on one conversations, focus groups around specific topic areas and hosted a public open house to gather community wide input.

**Schedule.** We need the communities input to help our team ideas develop ideas at the workshop align with the community vision for the future of downtown Grand Junction. The following schedule was provided to stakeholders, the CAT and the DDA for more targeted, topic specific feedback. Participants were encouraged to show up to one meeting or all of them. (See Appendix A for Sign in Sheets)

| Tuesday, April 30                                                                                                                                                                                                                                       | Wednesday, May 1                                                                                                                                                                                                                                        | Thursday, May 2                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>10am-4pm: Drop In Hours</b><br>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!                                                                 | <b>10am-4pm: Drop In Hours</b><br>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!                                                                 | <b>10am-12noon: Drop In Hours</b><br>Drop in to check out what the designers are working on, chat with them about the ideas that are being developed. Feel free to grab a pencil and draw!                                                |
| <b>10am- Development Opportunities</b><br>Generate ideas for types of development could activate selected opportunity sites.                                                                                                                            | <b>10am- Placemaking and Activation Opportunities</b><br>Identify strategies and site specific opportunities to create more vibe into downtown through art, public space and the downtown experience.                                                   | <b>7:30 DDA BOARD MEETING (DDA Only)</b><br>Presentation of ideas and Roundtable discussion with the DDA Board                                                                                                                            |
| <b>1pm Connectivity Opportunities</b><br>Explore principals behind great downtown streets and strategies for how to better connect to the river                                                                                                         | <b>3pm Development Implementation Strategies</b><br>Discuss development feasibility and partnerships for specific catalytic opportunity sites.                                                                                                          | <b>4pm Wrap up and Next Steps</b><br>Where do we go from here?<br>How can you be part of the success of these projects?                                                                                                                   |
| <b>5:30 Design Review</b><br>Be part of the discussion as the Design Team presents plans, sketches, pictures and outlines of ideas. Ask questions, offer suggestions, and be part of a collaborative conversation to review and revise design concepts. | <b>5:30 Design Review</b><br>Be part of the discussion as the Design Team presents plans, sketches, pictures and outlines of ideas. Ask questions, offer suggestions, and be part of a collaborative conversation to review and revise design concepts. | <b>5:00 Public Open House</b><br>The Design Team will post concepts for public review and feedback in this open house format. Engage in discussion with the design team about how these ideas could guide future development in downtown. |



Images from Focus Group Meetings.

# CONNECTIVITY:

Connect downtown to Riverfront, CMU and trails through safe, walkable/bikeable corridors

## CONNECTIVITY TEAM WORKSHOP GOALS

- Bring more activation of uses into the Rail District.
- Develop a comprehensive strategy for a complete, connected bike network from CMU, through downtown, to the River.
- Build safe, active and walkable pedestrian corridors with safe crossings, active street frontage and streetscape amenities.

## DESIRED WORKSHOP OUTCOMES

- Guiding principles the DDA is behind for successful streets in the downtown.
- Corridor recommendations along 7th St., 9th St, and South St.
- Improvements for ped/bike connection to CMU.
- Safety improvements at key intersections.
- Review business modeling feasibility (Pro Forma Work) from transportation lens.
- Define some downtown parking strategies.

## PRINCIPALS OF A GREAT WALKING STREET:

Narrow Streets Reduce Width slows speeds and increases safety.

Connected Street Network with a Dispersed functional grid with street hierarchy

Comfortable sidewalks with activity and opportunities for shade and seating

Visible street crossings with shorter crossing distances (Bump outs/length/timing) and a high number of crossing options

Key destinations with signage noting distances to destinations /nodes of activity with 5 minute walk/10 minute bike.



Promenades.



Activate Alleys.



Pedestrian and Bike Signage.



Safe Intersections.



Painted crosswalks.



Bump Outs.



Painted Intersections.



Ground Murals.



Artline.

# CONNECTIVITY: Framework Strategies

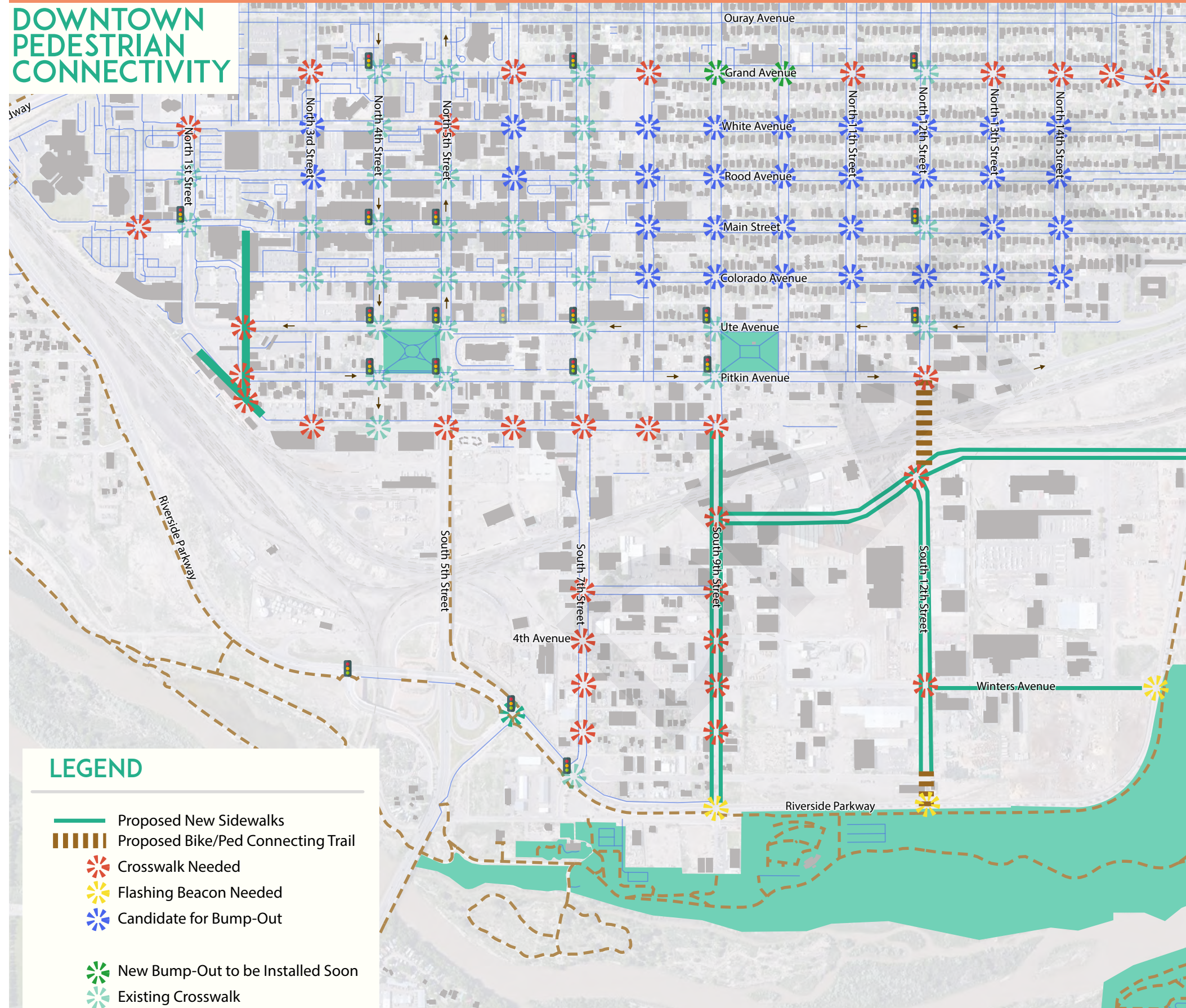


## Connectivity Strategies:

- 1 Connect Main to Colorado through alleys and breezeways to create a great, multi-street downtown district.
- 2 Convert 4th and 5th back to 2 ways.
- 3 Utilize 7th, 9th, 12th to create a bike and pedestrian pathways between Downtown, CMU and River/Rail Dist.
- 4 Develop a 12th street Greenway connection to CMU with pedestrian/bike bridge.
- 5 Create a 2nd Street Promenade as a pathway from the Train Depot to Main Street.
- 6 Prioritize South and Ouray to create a east-west bike and pedestrian pathways.
- 7 Coordinate with CDOT on strategies for traffic calming and gateway signage along 5th St/Hwy 50 entering downtown.
- 8 Safety improvements for better and safer pedestrian and bike crossing on key intersections; 5th and South, 7th and South, Ute and 2nd, Pitkin and 2nd, and the roundabout at Main and 7th and all streets intersecting along Riverside Parkway.
- 9 Incorporate Art or an Artline as a wayfinding element to guide people from Main to the River.
- 10 Create wayfinding signage program aimed at bikes and pedestrians that includes ground level orientation and signage identifying specific distances to key destinations.

# CONNECTIVITY: Pedestrian Connectivity Strategies

## DOWNTOWN PEDESTRIAN CONNECTIVITY



### Possible Future Bump-outs



Curb bulb-outs, also known as a curb extensions, are commonly installed at intersections (typically where on-street parking exists) to improve safety. By simply extending the curb and sidewalk into an on-street parking lane, bulb-outs increase pedestrian safety by decreasing the crossing distance and increasing visibility. In neighborhoods, bump-outs can often be built with paint only as an interim phase before installing curbs.



### Signals for Safer crossing

There are several downtown intersections that do not meet CDOT "warrants" for a traffic light, but that pose major safety issues for bikes pedestrians, and cross traffic. Especially where high-speed streets like 5th, Ute and Pitkin cross low-speed streets like 2nd and South Street, safer intersection alternative should be explored as reinvestment occurs and pedestrian traffic increases in these areas.



### Flashing Beacon Crossings

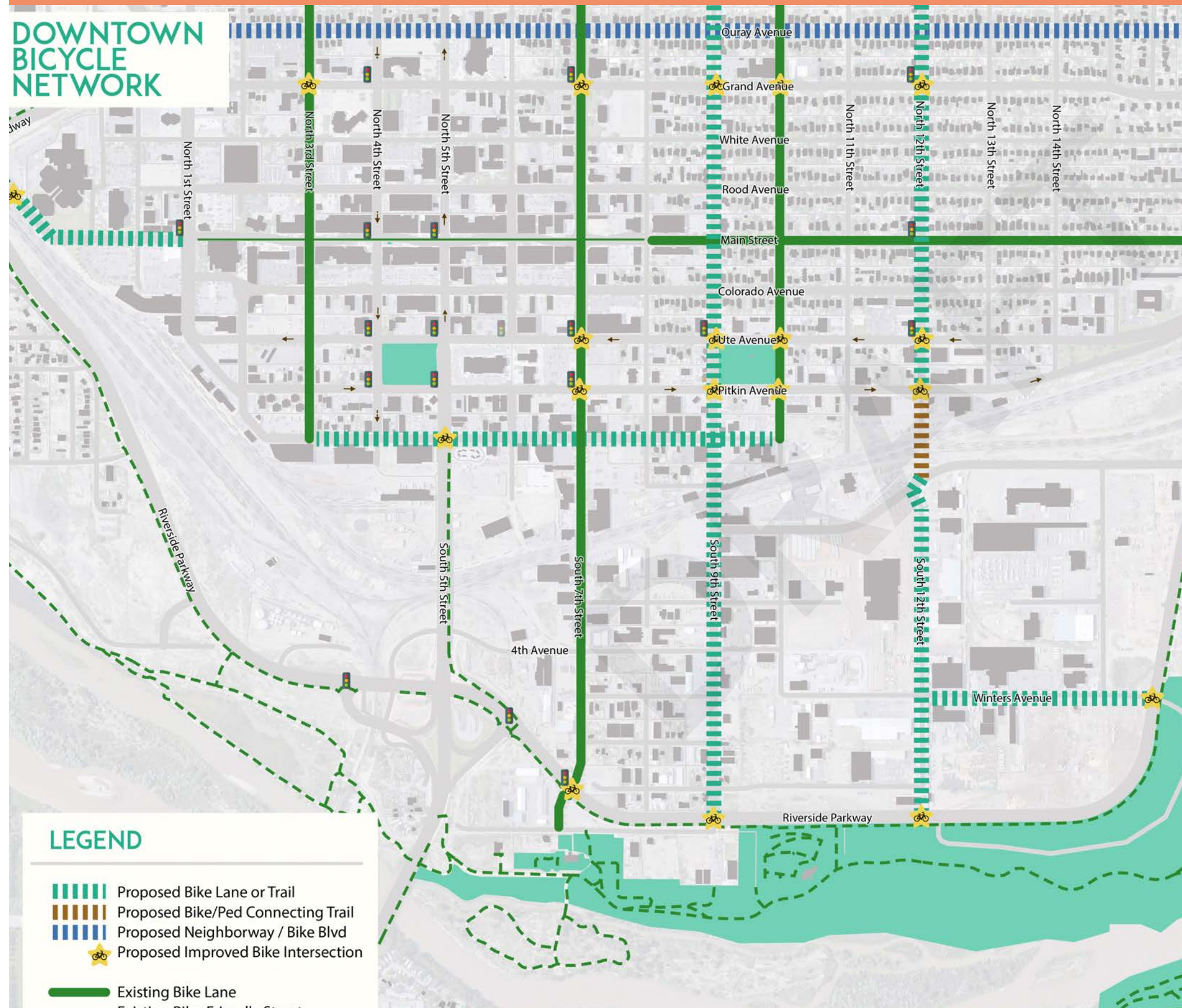
Flashing crosswalk beacons can greatly improve pedestrian and bike safety at key intersections that don't have stop lights. There is a particular need for this type of improvement where future bike and pedestrian trails cross Riverside Parkway.



### 2nd Street Promenade

There is high pedestrian traffic between the train depot and Main Street hotels and businesses, without many options for safe or comfortable walking routes. A high quality pedestrian promenade along 2nd St would create a safe and vibrant district.

# CONNECTIVITY: Bicycle Connectivity Strategies



## Bike Boulevard On Ourey and South

A bicycle boulevard is a low-stress, low-speed, neighborhood street where bikes and cars can share the road. Rather than simply installing "share the road" signs, bike boulevards often feature traffic calming devices to lower speeds and prioritize bicycle traffic. They are especially fitting when placed on just a block or so away from high-speed, high-stress streets like Grand Avenue, offering bicyclists a safe alternative.



## 12th St Greenway

Over the long term, there is great interest in creating a low-stress, safe, and comfortable bike / pedestrian route on 12th St connecting CMU directly to the River and Rail Districts. This could include a possible bike/ped bridge over the rail yard at some point in the future.



## 9th St Bike Lanes

It's important to create multiple safe routes for bicyclists to ride between key destinations. The community has expressed a strong desire for bike lanes and sidewalks on 9th Street connecting the River and Rail Districts with the Downtown.



## Bike Intersection Improvements

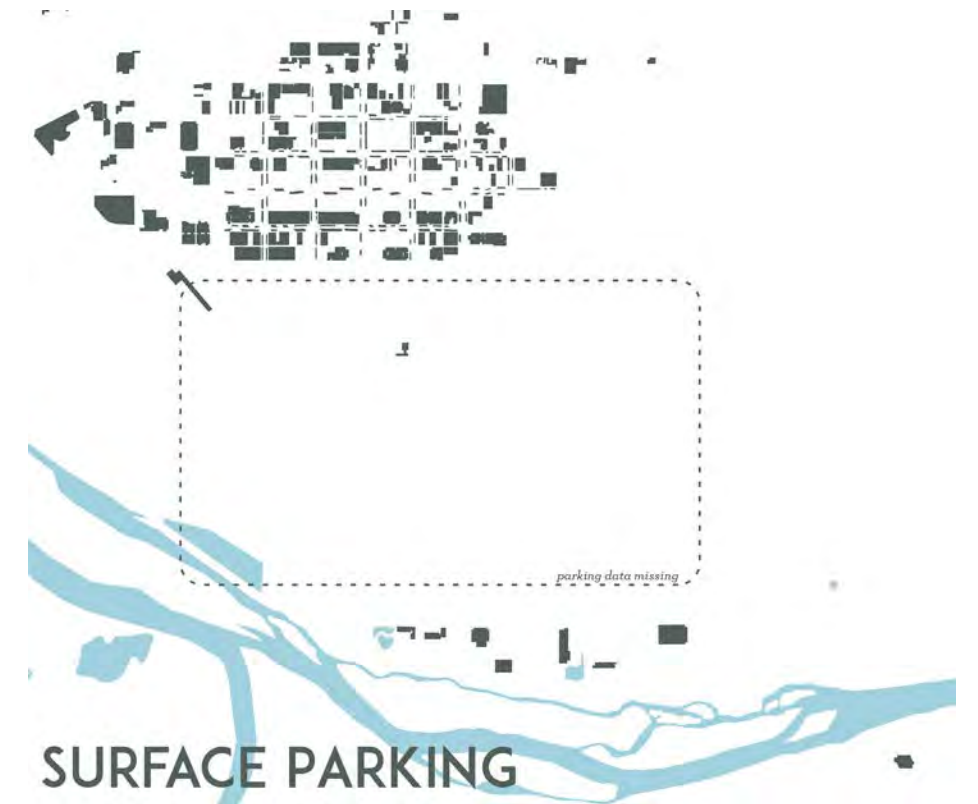
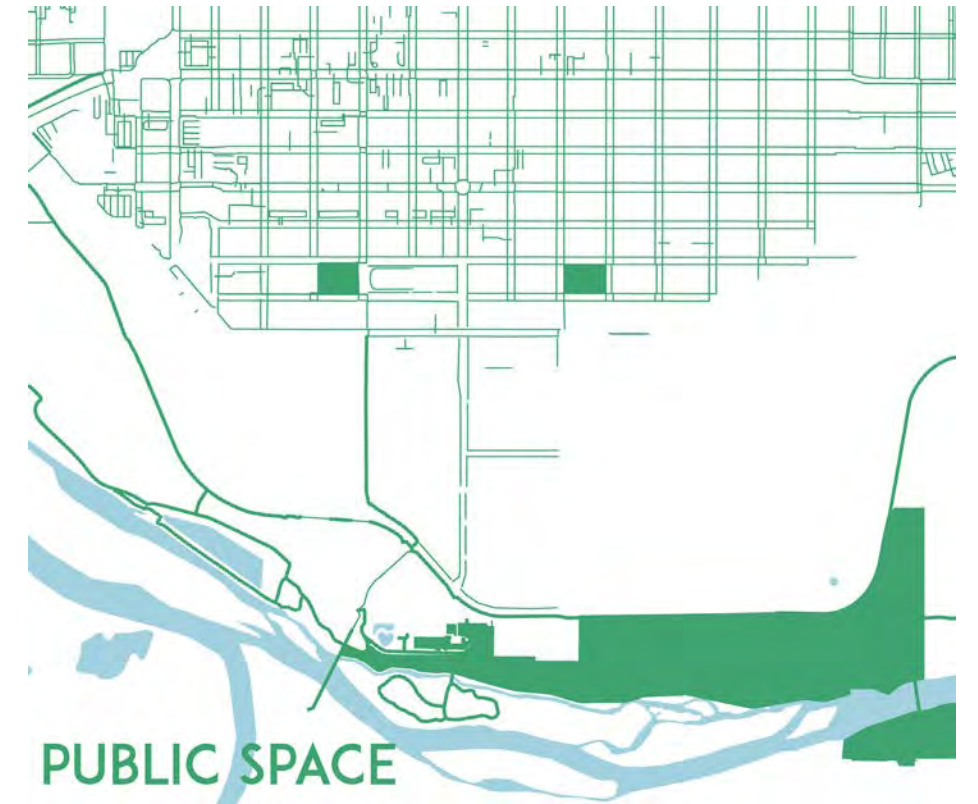
Improvements like green pavement markings and "bike boxes" can help to improve bike safety at intersections that see high bike traffic, or where bike safety has been an issue before. Flashing crossing beacons can also be used at some intersections, especially along Riverside Parkway.

## CONNECTIVITY: What about Parking?

**Parking.** Downtowns need the right amount of parking, in the right places, to thrive. Too much parking takes up valuable space that could be generating revenue for downtown and instead creating voids that discourage the activated streets needed for a vibrant downtown. Insufficient parking can create traffic congestion and create challenges for accessing local businesses.

A parking study was initiated by the City in 2016 that shows that most lots are in downtown are under-utilized and on street parking is better utilized (below). Using this information, the design team feels comfortable that recommendations to develop on City-owned parking lots would not create a parking problem in downtown as any lost parking would be offset to a better utilization of existing lots.

The City has a history of tearing down buildings to create parking lots as a way of trying to capture shoppers looking for an shopping mall/ shopping park experience. Looking at the figure ground (left) shows a significant amount of downtown is dedicated to parking. This brings up a question of what type of downtown Grand Junction would like to be. Walkability, vibrancy, connectivity are difficult goals to achieve when the priority is put on providing parking. What draws people is a great downtown experience which results from great shops, restaurants and spaces in the downtown.



## CONNECTIVITY: Perspective Images

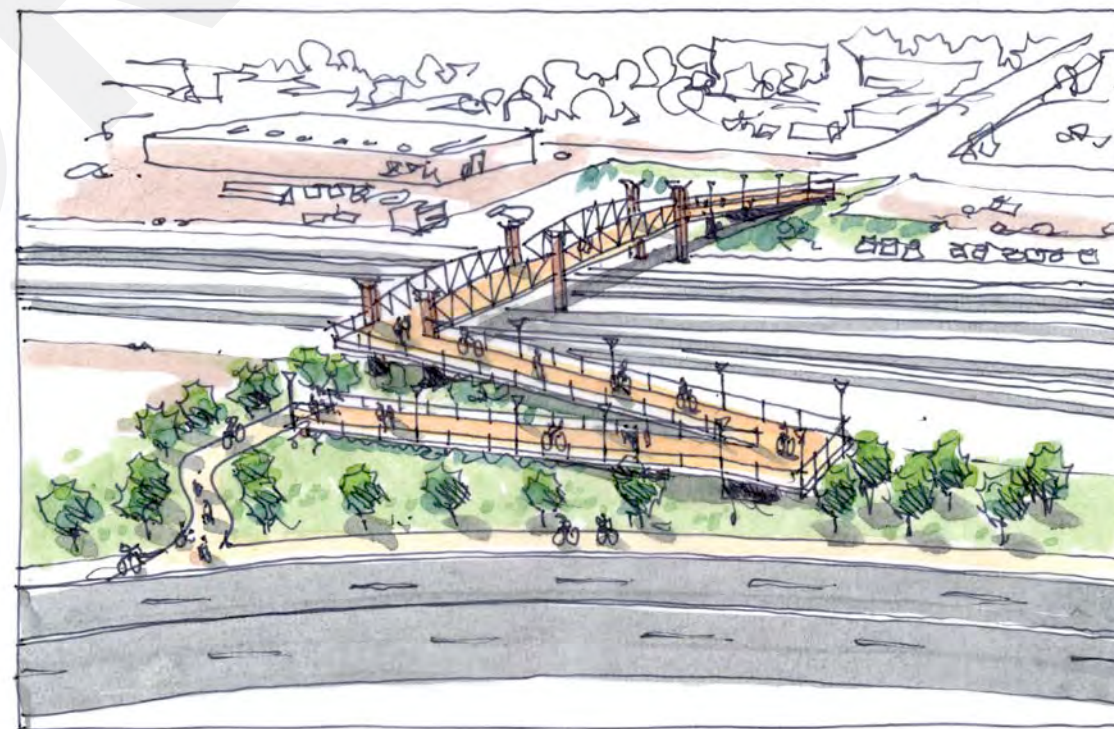


### 9th St Corridor.

9th Street is a great connection to the river with a lot of potential to provide a safe, walkable pathway. Many local residents stated this was a preferred connection the road features slower speeds and more convenient connections to the neighborhoods.

Streetscape infrastructure improvements could include curb and gutter, buffered bike lanes, sidewalks and art along the corridor.

Simple signage and wayfinding could be incorporated along either 7th or 9th as low cost community arts project that incorporates reused materials and highlights the history of Grand Junction.



### 12th Street Bridge.

One of the challenges of connecting downtown to the River is the railyards. The City of Grand Junction has continued to look for ways to create an at grade road connection along 12th street. Any easier and more cost effect method may be to build an elevated pedestrian-bicycle bridge to connect 12th Street for bikes and Pedestrains.

# ACTIVATION AND PLACEMAKING:

Activate downtown at all times of day to create a safe, vibrant downtown

## PLACEMAKING TEAM WORKSHOP GOALS

- Bring more, and different, people to downtown to activate the streets at most times of the day
- Increase business vitality and retail mix.
- Create more of a vibe in downtown by expanding the energy beyond Main Street to activate alleys and breezeways
- Connect Main Street to Colorado Avenue
- Increase the opportunities for public spaces to hang out downtown

## DESIRED WORKSHOP OUTCOMES

- Explore concepts for enhancing downtown public spaces, including parks and streets
- Connect site specific designs for catalytic sites
- Identify opportunities for increased public spaces and events in the downtown.

## WHAT IS PLACEMAKING?

Placemaking is a concept that interesting, interactive public spaces create thriving neighborhoods where people want to live. Placemaking can be creative, in that it leverages local arts and culture to highlight a community. It can be transformative in building character and quality of place that sparks reinvestment. It can also be low cost by looking at opportunities for small changes using minimal or reused materials. Anyone can be a placemaker; a business who builds a parklet in front of their store, a developer who adds a plaza with a park and cafe seating in their project, and community of artists that come together to paint a ground mural at an intersection.



**Breezeways.**



**Wall Murals.**



**Flexible Event Space.**



**Found Spaces.**



**Interactive Art.**



**The Artline.**



**Lighting as Art.**

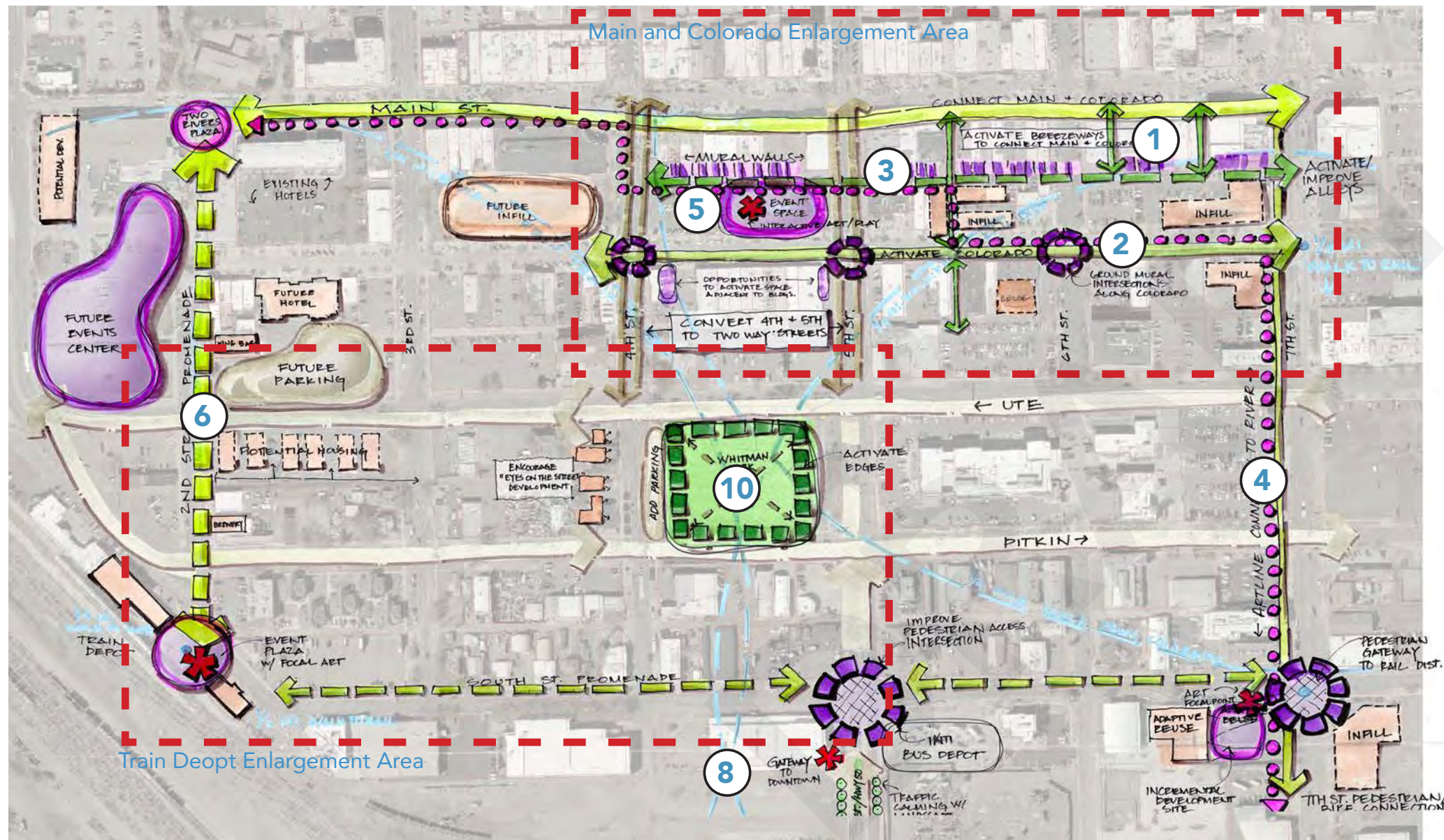


**Building Activation.**



**Low Cost Placemaking.**

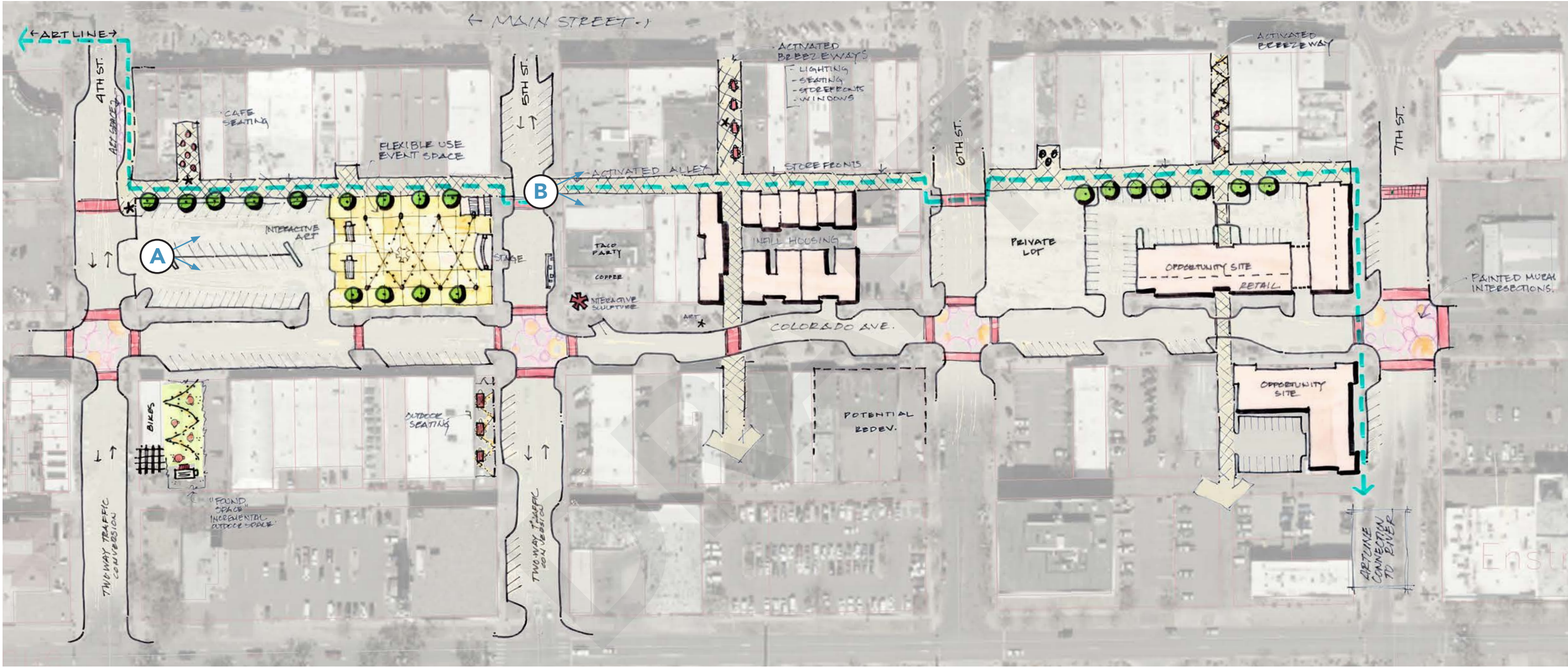
# PLACEMAKING: Framework Strategies



## Placemaking Strategies:

- 1 Activate alleys and breezeways between 5th and 7th to connect Main and Colorado
- 2 Create a 'street wall' of active frontage along Colorado.
- 3 Incorporate Murals along alley walls and street murals along Colorado at key streets and intersections.
- 4 Create an Artline concept connecting Main to River.
- 5 Build a flexible use space events plaza at 5th and Colorado as an adaptive community gathering space.
- 6 Create a 2nd Street Promenade from Two Rivers Plaza to a new plaza at the Train Depot, with art as a focal point.
- 7 Encourage local businesses to activate the street frontage through found space and niche parks. Incorporate opportunities for incremental Infill including food trucks.
- 8 Encourage building façade improvements such as lighting, opening windows/garage doors, signage, rooftop activation, wall murals, fencing, colors, Industrial 'chic' facelifts to buildings in the front, breezeways and along the alleys.
- 9 Identify locations for Signage, wayfinding, monuments.
- 10 Activate the edges of Whitman Park by encouraging development to front onto the park, incorporating parking along 4th and 5th as possible. Look at CPTED design strategies to increase 'eyes on the park'.

# PLACEMAKING: Main Street and Colorado Connection



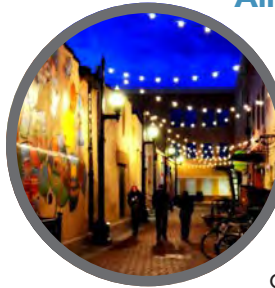
## Found Spaces

The streetscape along Colorado is a great streetscape and a continuation of the successes on Main. However, the ROW does not allow significant outdoor seating. Property owners can activate the vacant spaces adjacent to their lots (such as at Grass Roots Bike Shop) to provide places for respite along the street.



## Alleys, Breezeways, Ground Murals and an ArtLine

Local businesses have already put entrances at the back of their buildings to address the parking along Colorado. Incorporating wall murals, ground paving or ground murals will create an identity for the alleys. In addition, activating the breezeway connections through business entrances, cafe seating, art spaces, park spaces will enhance the permeability between Main and Colorado to create a vibrant, creative, active district. The concept of an art experience that draws people along Main, to Colorado and down to the river (Artline) could take many expressions; from poetry to signage to sculpture... anything that leads people on an exploration from one point to another.



## Create a 'Street Wall' along Colorado

There is a great frame to the street on the South side of Colorado, but the City parking lots along the north side do little to activate the street frontage and create 'vibe' in downtown. Targeting redevelopment at key locations and coordinating with the City on redevelopment of existing parking lots will help to create an active street frontage along this key section of Colorado as a part of the downtown experience.



# PLACEMAKING: Perspective Images



**A**

## Flexible Event Space.

Through public input, we learned there is a need for more spaces downtown for people of all ages to hang out. In addition, it is sometimes cumbersome to close Main for so many events each year.

The lot on 4th and Colorado would be an ideal, central location for a future event plaza that could be built incrementally. Initially just using the space during events, then in incorporating a ground mural and temporary seating options, and finally developing the plaza into an multi use event space with new safe-restrooms lighting, electrical, tents spaces and sculptural/interactive art pieces. Parking could be incorporated as a off-event use in any option, but could be phased out based on public demand.



**B**

## Connect Main and Colorado by activating Alleys and Breezeways from 5th St. to 7th St.

Great downtowns are more than just great streets. They are a network of streets, spaces and buildings that work together. Expanding the energy of Main Street towards the emerging businesses along Colorado will capture a diverse set of shoppers. Infill development focused along Colorado Ave. will help to build a 'street wall' and activate the edge of the streetscape. New development should be encouraged to incorporate breezeways and alley connections.

Many Main Street business owners commented that the deep retail spaces are difficult to fill, so by activating the backs of the buildings with entrances businesses could share spaces, sub-divide to two separate businesses or expand their operations towards the backs of building.

The alleys could be defined through specialty paving, wall murals, overhead lighting, businesses with entrances from the back. The breezeways between the buildings provide a physical mid-block connections to Main and could be spaces for seating, garden and art. An naming or branding identity could be given to the alleys or the Artline idea could travel through the alleys to define them as a unique space.



# PLACEMAKING: Perspective Images

A

## 2nd Street Promenade.

Connecting from the Train Deopt to the hotels on Main is an important goal for the downtown. This area is undergoing transformation with the significance of the Train Depot remodel, new hotels, future convention space and a new winery and brewery along 2nd street.

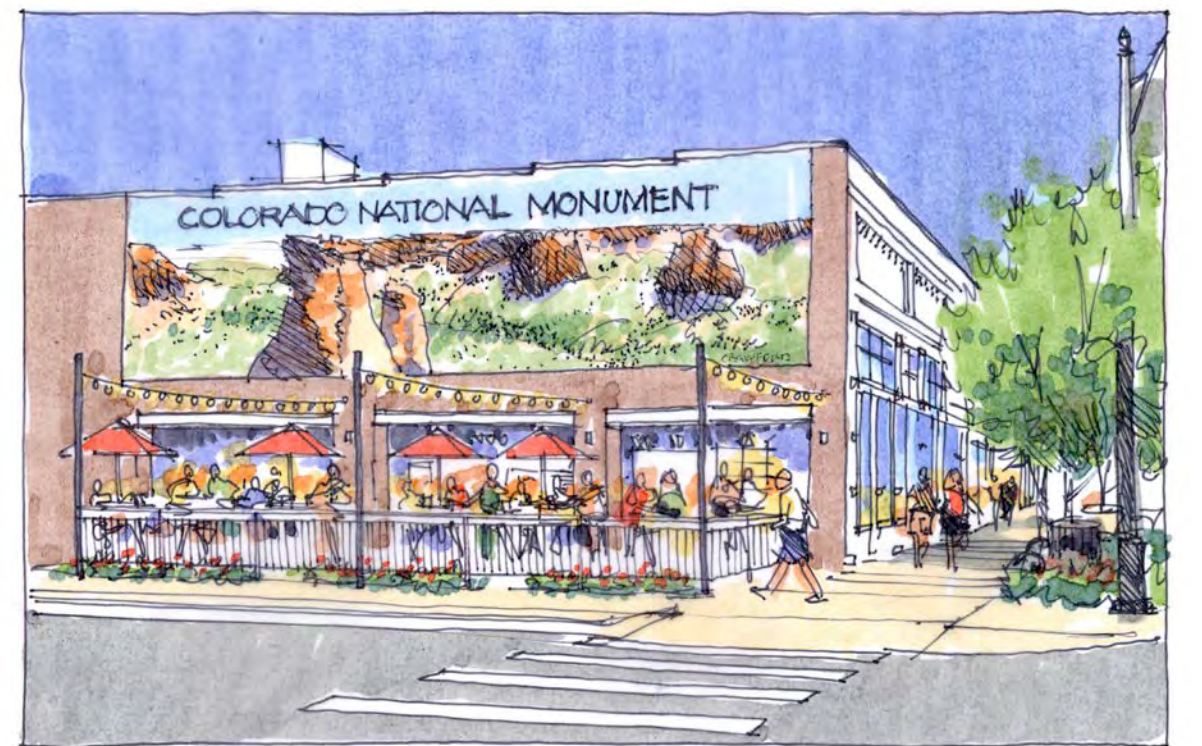
The current pavement area of 2nd St. is 60' curb to curb. Allowing for 12' lanes and 8' on street parallel parking as per existing, there is an additional 20' of road that could be dedicated to the public realm on the east side of 2nd street. This space could be better utilized to create a pedestrian promenade, with cafe seating for emerging restaurants and a safe, visible corridor inviting visitors and locals from the train station to the heart of Grand Junction.



## Murals and Found Spaces.

There are many vacant spaces along Main and Colorado that could be captured by existing or future property owners as a way of activating the street.

This example demonstrates how a blank wall with no street activity can be activated through wall murals, garage doors, outdoor seating, lighting and landscape to create an engaging downtown experience.



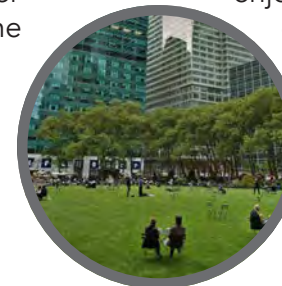
# PLACEMAKING: Train Depot Area Enlargement



**Train Depot and 2nd Street Promenade.** The train depot was noted through public input as a favorite building in downtown. Redevelopment in the area, including future convention center and hotel plans, a new wine bar and future brewery make this an important destination in the downtown. Yet, accessing this area from downtown is both uncomfortable and confusing for local residents and visitors arriving to Grand Junction by train. The second street promenade provides a clear, comfortable and welcoming connection to Two Rivers Plaza and the number of hotels located along this portion on Main. CDOT will need to be coordinated with to address pedestrian and bike crossings at Ute and Pitkin along 2nd. A signal warrant study will be required to understand the impacts to traffic. We feel this is an obtainable goal and a strong compromise for mitigating the impacts of I-70B on the downtown.



**Whitman Park.** Whitman Park has long struggled to serve the downtown as a park should, for respite, enjoyment and relaxation. The perception that the park is enclosed by streets and is cut off from the city allows for the park to serve as a haven for socially unacceptable activities. Bryant Park in NY serves as an excellent example of how redesign to encourage visibility and a public-private partnership to oversee maintenance and a sense of ownership could transform the uses of the park. Whitman Park could explore a redesign that looks at activating the edges with parking, high branching trees lining the sidewalks at the edge, removing trees and visual obstructions from the center of the park and replacing with an active lawn with moveable chairs and encouraging development across the street to face towards the park. Critical to the success of any redesign effort will be addressing the nature of the roadways that surround the park to be more active and less of an island.



# DOWNTOWN DEVELOPMENT:

Identify opportunities for infill development (retail, housing, office) in downtown and rail districts to activate the area.

## DEVELOPMENT TEAM WORKSHOP GOALS

- Increase housing and retail opportunities in the downtown.
- Explore opportunity sites and truth the concepts with project feasibility analysis.
- Explore opportunities for adaptive reuse.

## DESIRED WORKSHOP OUTCOMES

- Identify private investment inhibitors and how the DDA can help through the POD.
- Identify catalytic sites and help develop feasible plans.
- Develop strategies to attract private investment into downtown.
- Visualize market-feasible development typologies best suited for downtown.

## WHAT IS INCREMENTAL DEVELOPMENT?

Incremental development is a more traditional model of city building where small investments of buildings and infrastructure are made over a long period of time (in contrast to the suburban building model with larger infrastructure and building investments over a short time).

## WHAT IS ADAPTIVE REUSE?

Adaptive reuse is the process of repurposing buildings from their original purposes for different functions while at the same time retaining their historic features. The benefits of this lower infrastructure and construction costs, capitalizing on existing site locations and maintaining the character of a certain area. Adaptive reuse can be done through low cost reactivation of a site or maintaining portions of an existing building as a part of a large project.

## WHAT IS MISSING MIDDLE HOUSING?

Missing Middle Housing is a range of multi-unit or clustered housing types that are compatible in scale with detached single-family homes. This provides more diverse and affordable housing options, such as duplexes, fourplexes, and bungalow courts, that fit seamlessly into low-rise walkable neighborhoods and support walkability, locally-serving retail, and public transportation options.



Incremental Development



Adaptive Reuse



Food Trucks to Food Halls



Missing Middle Housing



Mixed Use



Mid-rise Density



Interim Uses.



Urban Housing.



Vertical Mixed Use.

# DOWNTOWN DEVELOPMENT: Adaptive Reuse, Intirum Uses and Incremental Opportunties



## Redevelopment Strategies:

- 1 Look at development typologies including middle housing for range of households and incomes.

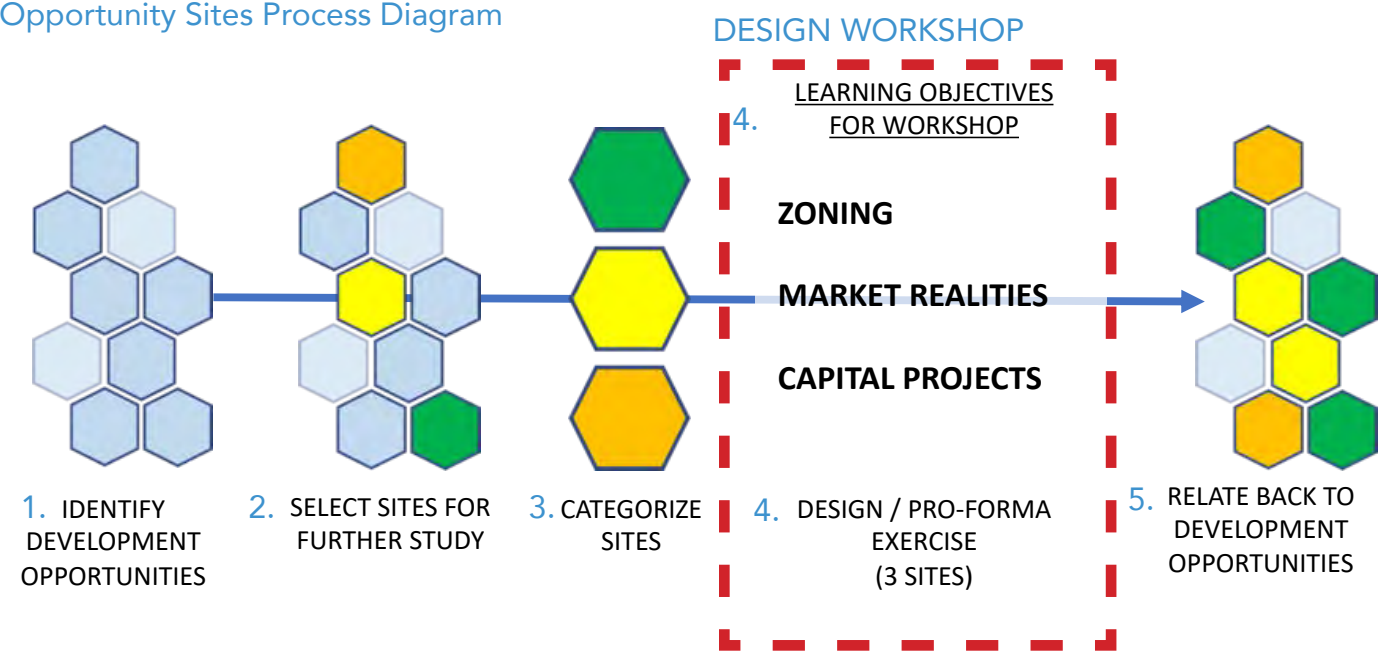
  - Test market, prove rents, reassess
  - Test feasibility of development strategies
- 2 Identify key adaptive reuse and interim use sites to kick-start redevelopment in the downtown.
- 3 Identify Lower barriers to development including parking strategies that help feasibility of new construction.
- 4 Encourage an adaptive reuse concept to expand food access in downtown including food truck to food halls and/or small local food market from local farmers.
- 5 Identify partners for implementation.

  - Explore public/private partnerships
  - Build eco-systems of support for housing/commercial development opportunities (foundations/non-profits)
  - Adaptive re-use grant

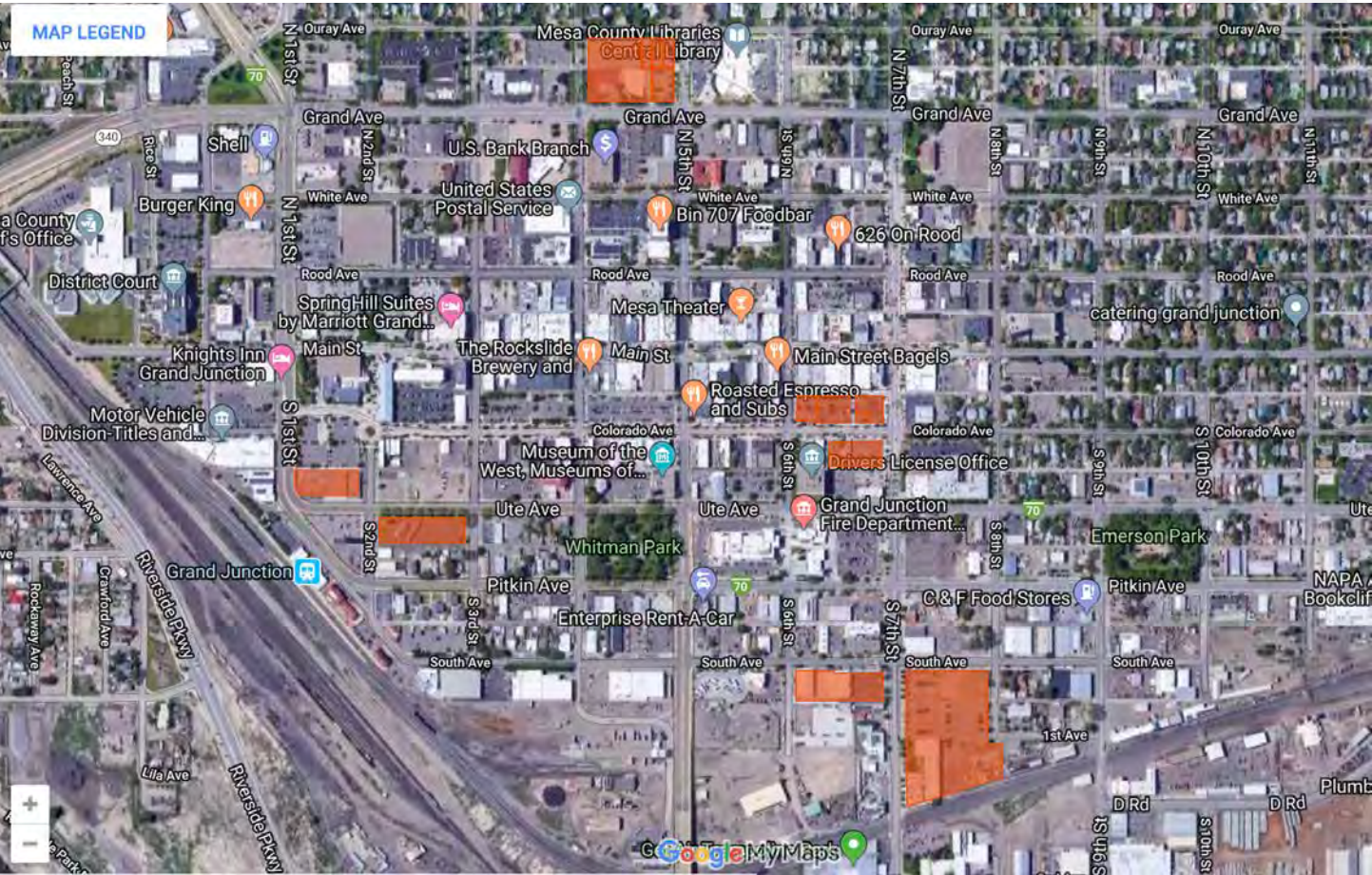
## 2 Illustrations of Potential Adaptive Reuse Sites. For Illustration only to show what Adaptive Reuse COULD look like in downtown.

# DOWNTOWN DEVELOPMENT: Opportunity Sites Selection

Opportunity Sites Process Diagram



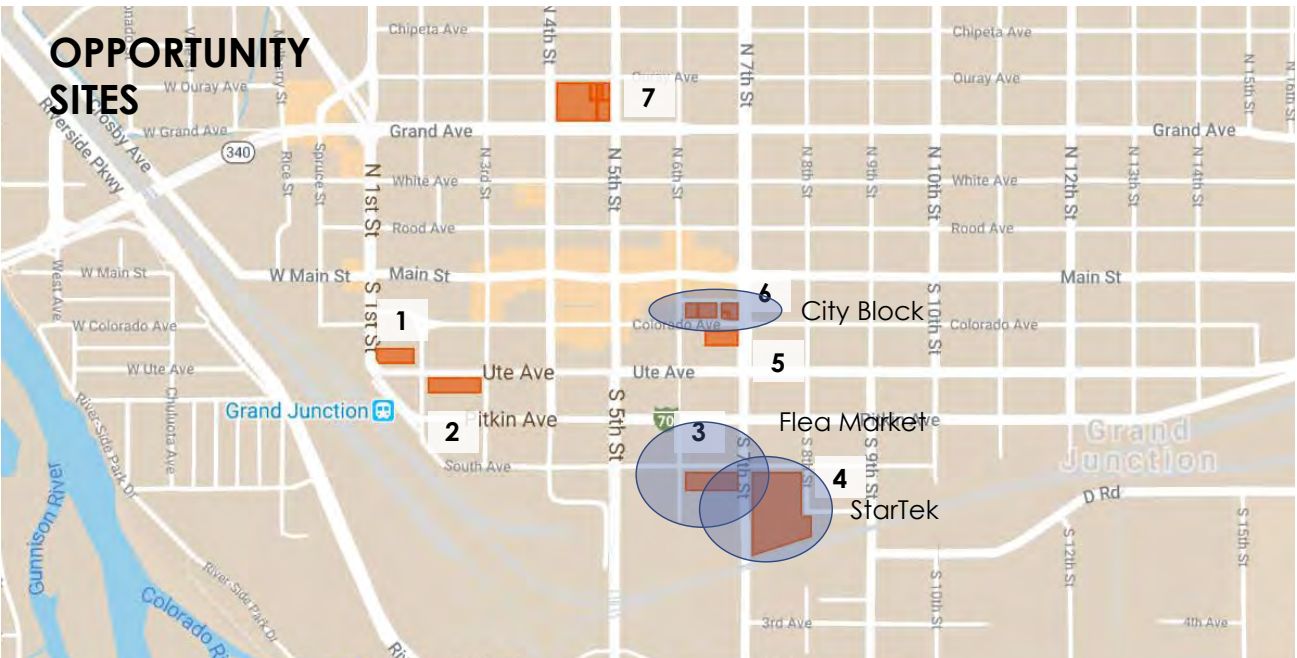
1. Identify Development Opportunities/2. Select Sites for further study.



3. Categorize Sites.

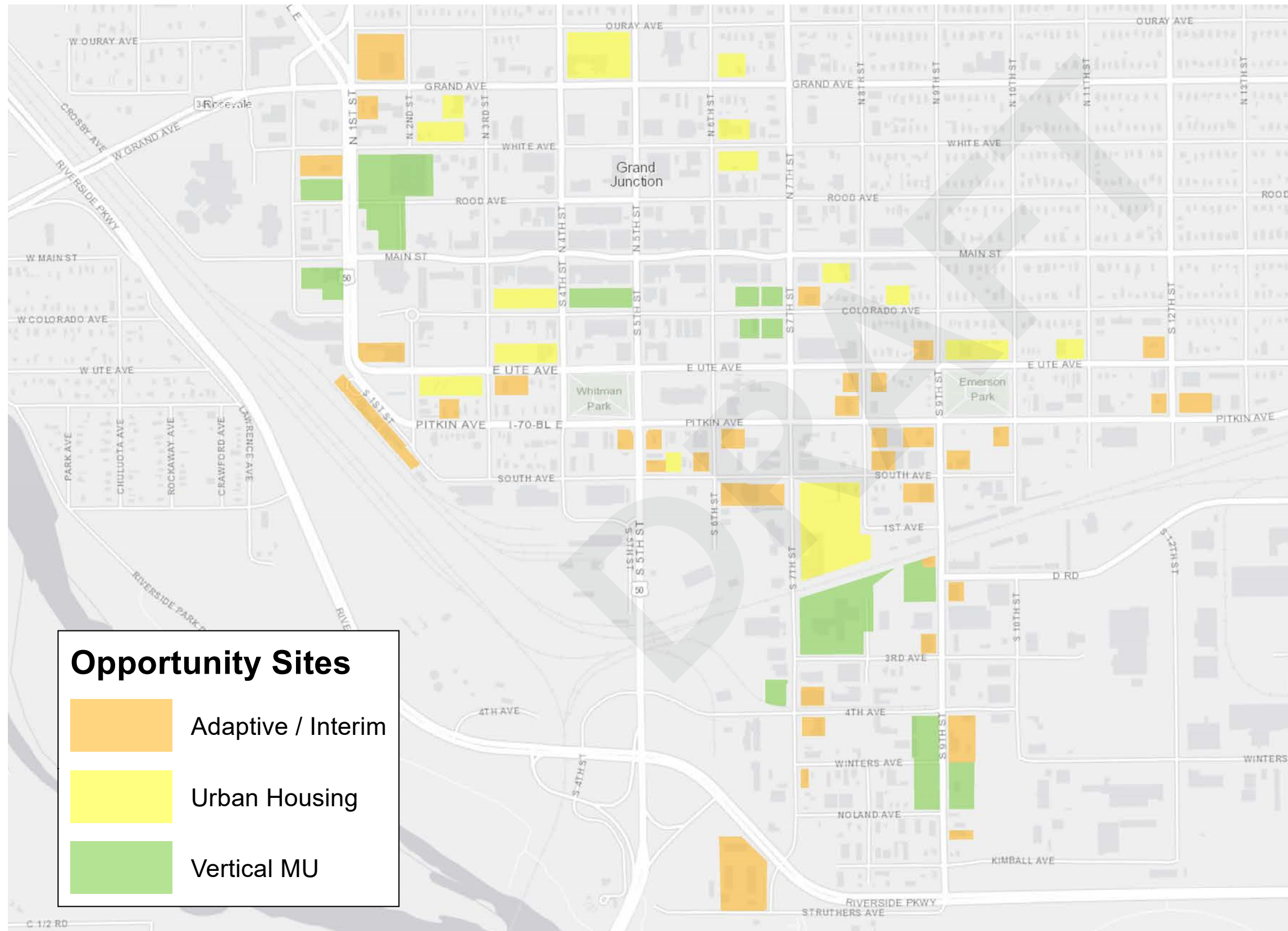
|                                  | VERTICAL MIXED USE                                                                                                     | URBAN HOUSING                                                                          | ADAPTIVE/ INCREMENTAL USE                                                                                          |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Location:</b>                 | Downtown core and commercial corridors<br>Uses: Residential w/retail ground floor                                      | Downtown areas without good commercial frontage, residential areas at edge of downtown | Edge of downtown core, railyards district, industrial areas                                                        |
| <b>Uses:</b>                     | Residential w/retail ground floor                                                                                      | Townhomes, cottage court, small apartment or condo buildings.                          | Food carts, micro-retail, live-work                                                                                |
| <b>Building Characteristics:</b> | 4-6 stories wood frame over 1 story of parking and/or retail or 3-4 stories all wood frame with small retail component | 1-3 stories wood frame                                                                 | good street-frontage, historic character, covered outdoor space (Re-Use) / Parking lots, gravel lots (incremental) |
| <b>Lot Conditions</b>            | at least ½ acre, retail-friendly street frontage                                                                       | at least 1/4 acre                                                                      | at least 1/4 acre                                                                                                  |

4. Design/Pro Forma Exercise (Refer to following pages).



# DOWNTOWN DEVELOPMENT: Opportunity Sites Application

## 5. Relate sites back to development opportunities.



**Opportunity Sites Exploration.** Prior to the workshop, the team explored background on the general land use and zoning characteristics of the DDA study area to understand the development typologies appropriate for opportunity sites in the downtown. Three development types were identified; adaptive reuse, vertical mixed use and urban housing.

The team also researched zoning district regulations, market conditions, and spatial attributes impacting the site to have an informed discussion with participants and provide a starting point for further refinement of opportunity site designs.

Based on the above information and a careful study of parcel ownership, meetings with stakeholders and conversations with property owners, the 20 initial potential opportunity sites were narrowed to 8 sites. During the design workshop, participants will be presented with these sites and were asked to identify three sites for further study over the following workshop days. The three sites selected were (1) The Flea Market Site, (2) The City owned parking lot at 7th and Colorado, and (3) The StarTek Site which are explored in more detail on the following pages.

The intent of these opportunity sites is to explore development potential for downtown and truth the ideas within the current market so the recommendations for the Plan and Development are realistic and achievable. This also allows for the team to identify roadblocks to development and identify ways in which the Plan of Development can offer recommendations for creating a more development friendly downtown as well as identify partnerships for success. These ideas are merely conceptual and could be applied to a broad range of sites within the downtown in addition to the specific opportunity site selected.

# DOWNTOWN DEVELOPMENT

Opportunity Site - Flea Market- Adaptive Reuse



Conceptual Mobile Vendor & Food Hall Site Plan

Address: 515 S 7TH ST  
Owner: SOUTH AVENUE INVESTMENTS LLC  
Zoning: C-2 (Commercial Corridor)  
Size: 1.31 Acres (57,000 Sqft)



Artist conceptual rendering of vendors and food hall

## Flea Market Site

The Flea Market site is a 1.3acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 14,000 square foot industrial building as well as a large paved surface parking lot. This corner site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

## WHAT WE LEARNED...

Concept can be applied broadly– many underutilized parcels throughout downtown GJ (and beyond)

Lower barriers to entry for local entrepreneurs - lower rents

Food carts on a vacant lot 1/10 cost of ground up retail

Opportunity to expand food access

Cultivate future brick and mortar tenants

Work with business owners to become future owners of brick and mortar buildings through seller-financing.

Clustering spurs innovation and creates regional destination.

# DOWNTOWN DEVELOPMENT Opportunity Site - Flea Market- Adaptive Reuse

## Mobile Vendor Pod Implementation Strategies

1. Keep it simple: use a lean startup model
2. Start with a pilot project that happens once or twice a month.
3. Find community champions.
4. Keeps things real and funky. Unnecessary to be slick and over-designed.
5. Consider some permanent vendors that are not food related.
6. Use success to educate about the power of local retail clustering.
7. Know your market. The community must own and drive this.
8. Vendor pods complement rather than compete with other retail and restaurants.
9. Vendors do not only have to be outside but can cluster under a single roof .
10. Expect to vendor pod to spur permanent real estate activity.

## Good Mobile Vendor Pod Locations:

Commercial corridors  
Empty parking lots  
Underused parcels  
Adjacent to existing businesses  
Close to event centers/campuses

## Functional Considerations:

- Restrooms
- portable or more permanent
- Water
- Pod owner can provide tap with multi-unit adaptor.
  - Vendor brings own water,
  - Waste water is regulated in the same manner as restaurants
- Food Preparation
- shared commissary kitchen or certified home kitchen
- Waste Disposal
- On-site dumpster or haul-away service
- Electricity
- truck generator or provided on-site by lot owner and included as part of rent



## POLICY RECOMMENDATIONS

### Regulatory Recommendations:

*Reduce Parking Requirements.* South 7th St. is a key multi-modal corridor connecting the downtown core with the new Las Colonias development and the Colorado River. While there is clearly an intent to bring new development and interesting uses to this corridor, parking requirements and limitations on what is allowed in the C-2 zone make reuse of this site all but impossible.

Allowing a sizable site to be used by multiple, individual businesses is a way to lower costs to small, local businesses. *The current municipal code does not allow for vendors to cluster.*

### Change code to allow:

- allow vendors to cluster
- no required distance separation of clustered vendor pods.
- eliminate mobile vendor parking requirements
- allow a range of vendor types (truck, carts, clothing, double decker bus)
- allow mobile vendors to stay in place for extended periods of time

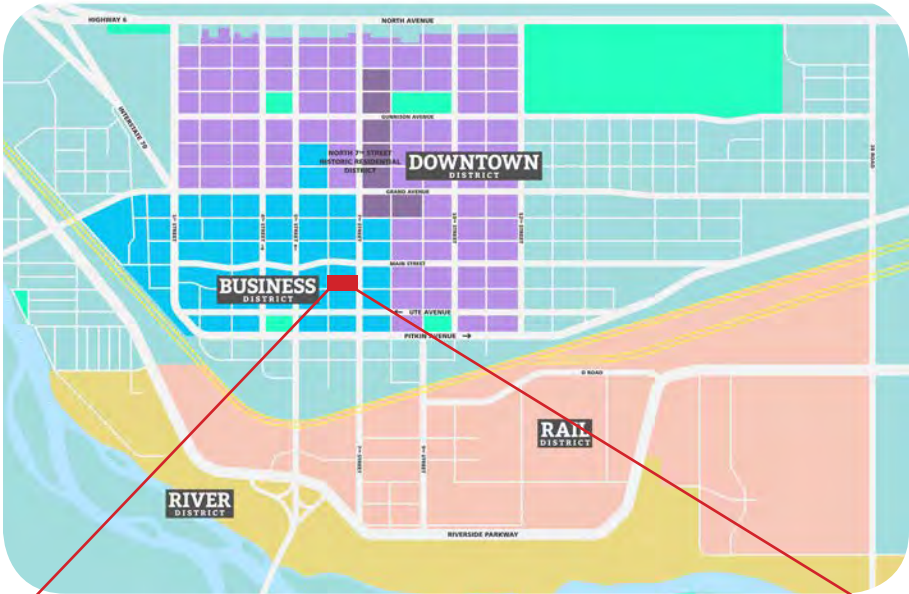
### Market Insights

*Local Business.* Attracting large established business with well paid jobs is an economic strategy is the current focus of the Las Colonias Park project. Rather than competing with these current efforts, an alternate strategy can be employed along 7th that looks to extend the local small business atmosphere currently seen on Main to the 7th St. Corridor.

This can be accomplished by removing restrictive regulations that make small business startups difficult and allow them to cluster to create a larger entity. An example is when multiple vendors come together under one roof to offer food and wares, effectively creating a larger grocery store. The butcher, florist, baker, and dry goods vendors act as individual entities yet partner together visually and legally providing food access for downtown residents. The outdoor vendors are provided even less expensive space but create the visual interest and products for folks to sit and gather.

# DOWNTOWN DEVELOPMENT

Opportunity Site - City Parking Lot- Vertical Mixed Use- Urban Housing



Conceptual Site Plan

Address: 628 COLORADO AVE  
 Owner: CITY OF GRAND JUNCTION  
 Zoning: B-2 (Core CBD Overlay)  
 Size: 0.84 Acres (36,000 Sqft)



Conceptual Birds Eye - view looking northwest

## City-Owned Parking at 7th & Colorado

The city-owned site at 7th and Colorado is an ideal candidate for more intense mixed-use infill development. This can take the form of a traditional development model or, with the site already in public ownership, a public-private partnership.

### WHAT WE LEARNED...

- B-2 zone is extremely flexible
- No parking required (with caveats)
- Market does not support structured or underground parking
- With construction costs escalating 30% per year, new construction may be feasible at 120% of AMI
- Potentially streamline permitting / reduce plan review in certain situations
- Public participation may be required to get initial projects off the ground
- Public-Private Partnerships should require downtown-supportive outcomes (workforce housing, lower on-site parking standards, street-activating uses and building forms)

### Project Feasibility: As Traditional Development Model

Total Site Area: Approx. 36,000 sf  
Current Use: Parking, 80+ spaces

#### Development Program:

- Public-Private Partnership: 12% IRR
- Mixed Use - 4 over 1
- 95 Residential Units; 12 Jobs Created
- Residential / Retail Mix: 87% / 13%
- Residential / Retail Mix: 67,000 sf / 10,000 sf

#### Costs:

- Land: \$259,200 (\$7.20/sf)
- Hard Costs: \$200 residential; \$190 retail
- Soft Costs: 19% of project total
- Parking: \$2,000 surface; \$12,000 tuck-under
- Project Total Cost: \$19.88M

#### Revenue:

- Residential Schedule:
- Mix of Studio, 1 Bedroom, and 2 Bedroom Units
- Average Unit Size: 640 sf
- Size Range: 400-850 sf

- **Blended Average Rate: \$1,631 / mo.**
- **(124% of Area Median Income)**

- Retail Lease Rate: \$30 / SF / YR, Triple Net

#### Parking Ratios:

- Residential: 0.50 spaces per unit
- Retail: 1 space per 1,000 sf
- Total Parking Spaces: 54

### Project Feasibility: Public-Private Partnership

Total Site Area: Approx. 36,000 sf  
Current Use: Parking, 80+ spaces

#### Development Program:

Private Market: 8% IRR  
Mixed Use - 4 over 1  
95 Residential Units; 12 Jobs Created  
Residential / Retail Mix: 87% / 13%  
Residential / Retail Mix: 67,000 sf / 10,000 sf

#### Costs:

Land: \$0 (negotiate delayed payback)  
Hard Costs: \$200 residential; \$190 retail  
Soft Costs: 19% of project total  
Parking: \$2,000 surface; \$12,000 tuck-under  
Project Total Cost: \$19.6M

#### Revenue:

Residential Schedule:  
Mix of Studio, 1, 2, and 3 Bedroom Units  
Average Unit Size: 640 sf  
Size Range: 400-850 sf

**Blended Average Rate: \$1,237 / mo.**  
**(94% of Area Median Income)\***

Retail Lease Rate: \$30 / SF / YR, Triple Net

#### Parking Ratios:

Residential: 0.50 spaces per unit  
Retail: 1 space per 1,000 sf  
Total Parking Spaces: 54

\* Development costs offset by city writing down land coupled with DDA contribution.  
Total assumed subsidy: \$760,000

### POLICY RECOMMENDATIONS

#### Regulatory Recommendations:

**Reduce Complexity.** Complex zoning ordinances make it more difficult for developers and adjacent users to understand and derive certainty from land use regulations. Consider reducing complexity of downtown zone standards by consolidating the two downtown overlays (Greater Downtown and Greater Downtown Core) into a single overlay or by baking those design standards into the B-2 base zone standards.

**Clarify Off-Street Parking Requirements.** To a first-time reader of the Grand Junction zoning ordinance, it would appear that the B-2 zone requires off-street parking. However, off street parking requirements can be waived in certain cases provided there is adequate public parking within a certain distance of a project subject to the discretion of City staff. This policy is opaque and creates uncertainty for developers. Consider stating this policy explicitly or consider allowing reduced parking requirements in the B-2 zone by right.

**Reduce Impact Fees.** Impact fees are an important tool for cities to recoup needed resources for parks, roadway maintenance, water and sewer infrastructure. One strategy to encourage certain types of development is impact fee waivers. Many communities use impact fee waivers for centrally-located areas based on the rationale that development in these locations has a lesser impact on infrastructure than new development in greenfield locations. Given high construction costs in the region and an unproven market for vertical mixed use in downtown Grand Junction, impact fee waivers, particularly for transportation and parks, could help some projects come to fruition.

#### Market Insights

**Parking.** Since the market is unlikely to support structured or underground parking in the near term, surface or tuck-under parking is the only format that currently pencils. In creating a development concept for the 7th & Colorado site, it was determined that there is a functional limit to the amount of surface parking that can reasonably be provided on most sites while still allowing for an urban building form. That functional limit is roughly .5 spaces per unit and 1 space per 1,000 square feet of commercial area. This significantly less than what code requires for most uses in Grand Junction.

**Affordability.** At nearly \$200 per square foot, construction costs in Grand Junction are very high and continue to escalate. Based on this, new market-rate construction in Downtown GJ may only be feasible if it targets those earning 120% or more of area median income (AMI). This implies rents of just over \$1,400 per month for a typical one-bedroom apartment.

**Public Participation.** Given the relatively high rents needed to make market rate vertical mixed use feasible, public participation in downtown projects will be critical to producing downtown-supportive outcomes. The City of Grand Junction should transfer this project site into Downtown Development Authority ownership. Other significant land holdings in the downtown core should also be leveraged to reduce developer costs in return for workforce and affordable housing.

# DOWNTOWN DEVELOPMENT Opportunity Site - StarTek- Adaptive Reuse- Vertical Mixed Use- Urban Housing



Conceptual Site Plan

Address: 630 SOUTH 7TH ST  
 Owner: LOJO PARTNERSHIP, LLC  
 Zoning: C-2 (Commercial Corridor)  
 Size: 5.25 Acres (228,895 Sqft)



Conceptual Birds Eye - view looking southeast

## StarTek Site

The former StarTek site is a 5.25 acre parcel located at S. 7th St. and South Ave. It is zoned C-2 (general commercial) with a commercial corridor overlay. It features an existing 50,000 square foot industrial building as well as several large surface parking lots and an undeveloped area formerly occupied by several older structures which have since been demolished. This large site is a prime development opportunity that is ideally located at the edge of the downtown core along a stretch of S. 7th that recently received significant public investment in the form of a streetscape treatment.

## WHAT WE LEARNED...

Having low-cost industrial building offers opportunity for creative adaptive reuses

Parcels are largely shovel ready - require minimal site improvements to start development

C-2 zone parking requirements restrict feasibility - needs to be reduced

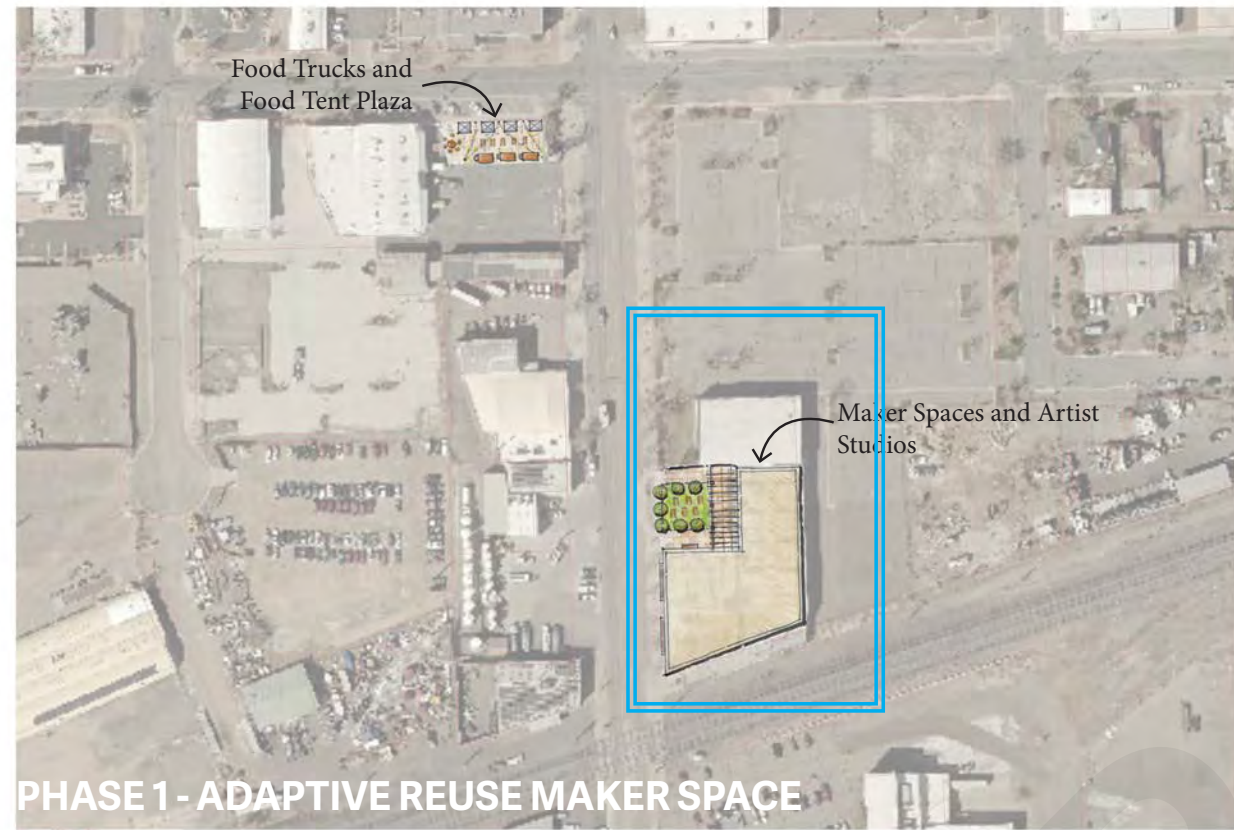
Market does not support structured or underground parking

Functional parking minimums for high density - .5 spaces per unit, 1 space per 1,000sf commercial

With construction costs escalating 30% over the last few years. New construction may be feasible at 120% of AMI

Potentially streamline permitting / reduce plan review for downtown housing development projects.

# DOWNTOWN DEVELOPMENT Opportunity Site - StarTek- Adaptive Reuse- Vertical Mixed Use- Urban Housing



Phase 1 looks at an adaptive reuse option for the existing industrial building to activate this section of 7th Ave by bringing small, reasonably affordable space for makers.

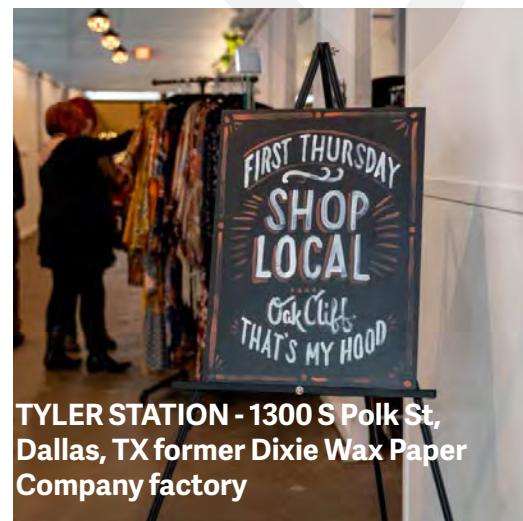
Makers are people who take risks to start their own small business dedicated to creating and selling self-made products. Makers can be found in fields ranging from food to crafts to technology and include amateur scientific equipment, nano-brewers/ experimental winemakers, cosmetics, and tool making and they need cheap rent.

From a development perspective, these spaces should be small in order to generate low overhead, yet scalable to meet needs and accommodate growth in the business.

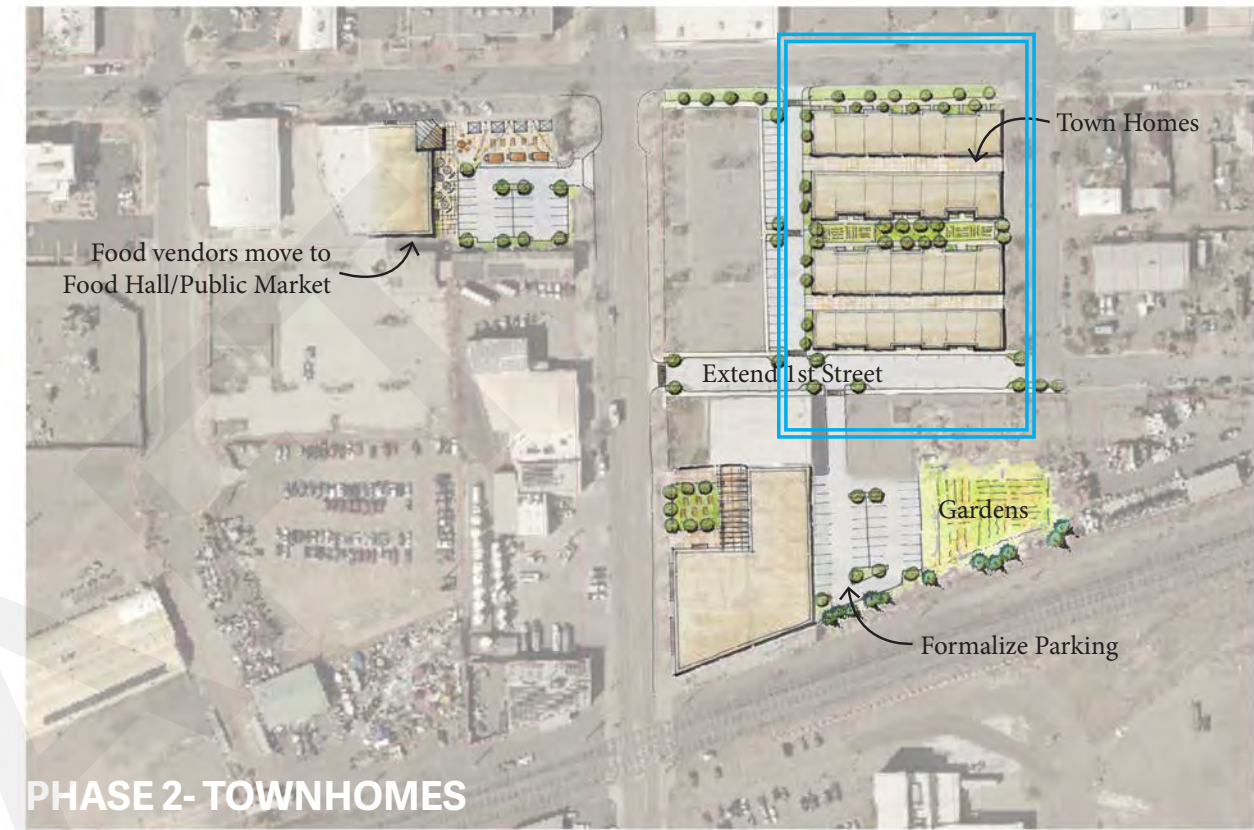
The space should also allow for communal activities including food and drink options for the business owners but also those passing by from the general public.

The re-use should also include shared meeting space, similar to that seen in co-working spaces that can be used as needed.

Offering a variety of options is positive to the downtown as a whole by diversifying destination options.



**TYLER STATION - 1300 S Polk St, Dallas, TX former Dixie Wax Paper Company factory**



Part of the overall development strategy is to subdivide and parcelize the large 5+ acre lot into distinct manageable pieces. this will allow the development to adapt to changing market conditions while also providing multiple opportunities for an exit strategy .

Individual pieces of the overall site can either be undertaken by one developer or multiple developers, each with their own focus.

After the reuse of the existing StarTek building. A next phase of development may be for sale townhomes. Ultimately, an extension of 1st street through to 7th is desired. This may come in the form of partial extensions as development occurs.

The 28 townhomes as drawn are alley parked with some townhomes facing a central greenway with townhomes at the edge fronting onto the public streets.

## TOWNHOME PROFORMA:

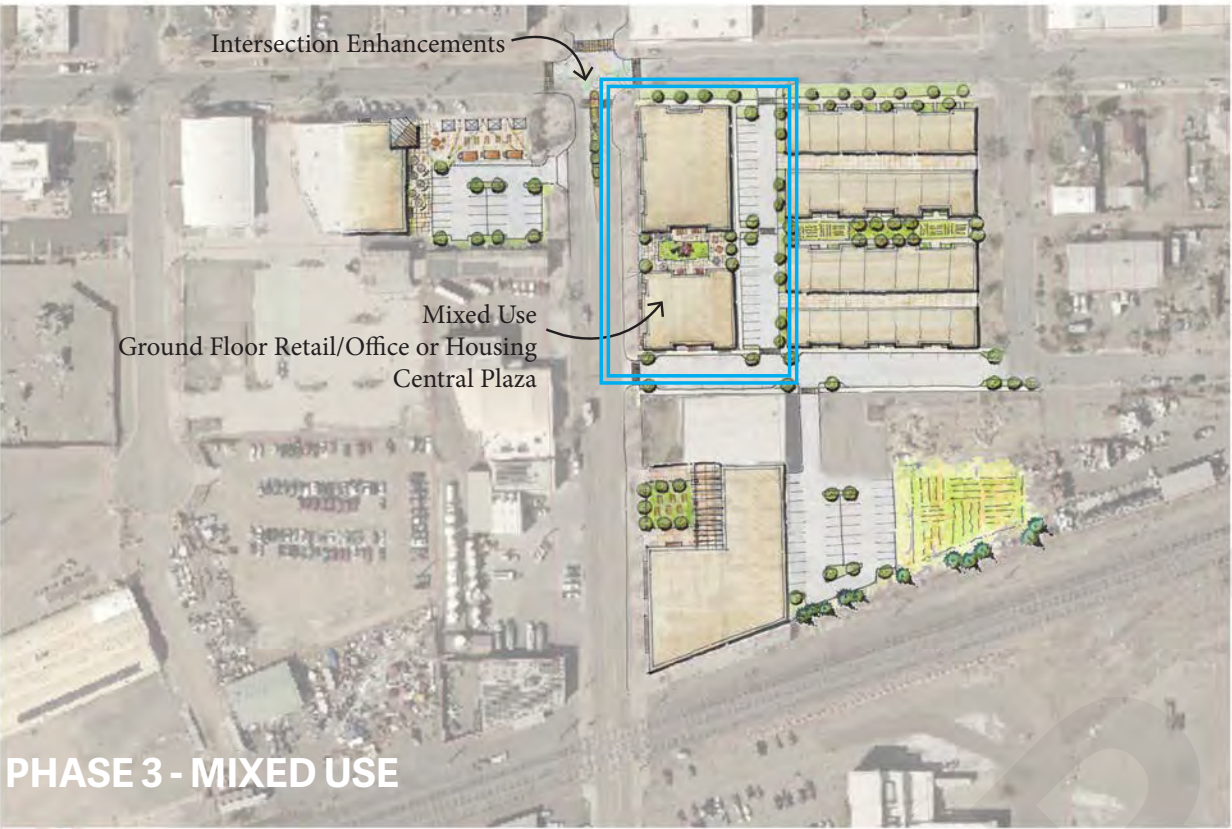
Sales Price per Unit: \$330,000  
Each unit: 3 bedroom, 1,200 sf  
1,500 sf parcel per unit

Total Development Costs (per 4): \$1.2M  
Total lot size: 6,000 sf  
Total lot cost: \$90,000  
Hard costs: \$166 per sf  
Soft costs: 21% of total (\$248,000)  
Parking costs: 5% of total (\$90,000)

Project rate of return: 10%

# DOWNTOWN DEVELOPMENT

Opportunity Site - StarTek- Adaptive Reuse- Vertical Mixed Use- Urban Housing



As activity, services, and amenities expand in the area so will demand for additional downtown housing.

As demand increases and downtown housing prices and rents are determined, this creates opportunity for more intense development types such as mixed-use.

The previous phase of townhomes will drive value into the subsequent mixed-use development type

Mixed-use buildings are more costly to build due to the bottom floor needing to support the weight of the multiple floors above. Included in this is the need for additional fire-proofing methods and American with Disability Act (ADA) accessible features, mainly an elevator.

As drawn, the site plan and proforma consider two mixed-use building with a central courtyard, mainly surface parked.

## MIXED-USE PROFORMA (2 buildings):

Average rent per Unit: \$1,585 (\$1,100-1875)

Average unit size: 610sf (400-850sf)

Total Development Costs: \$17.5M

Total lot size: 40,600 sf

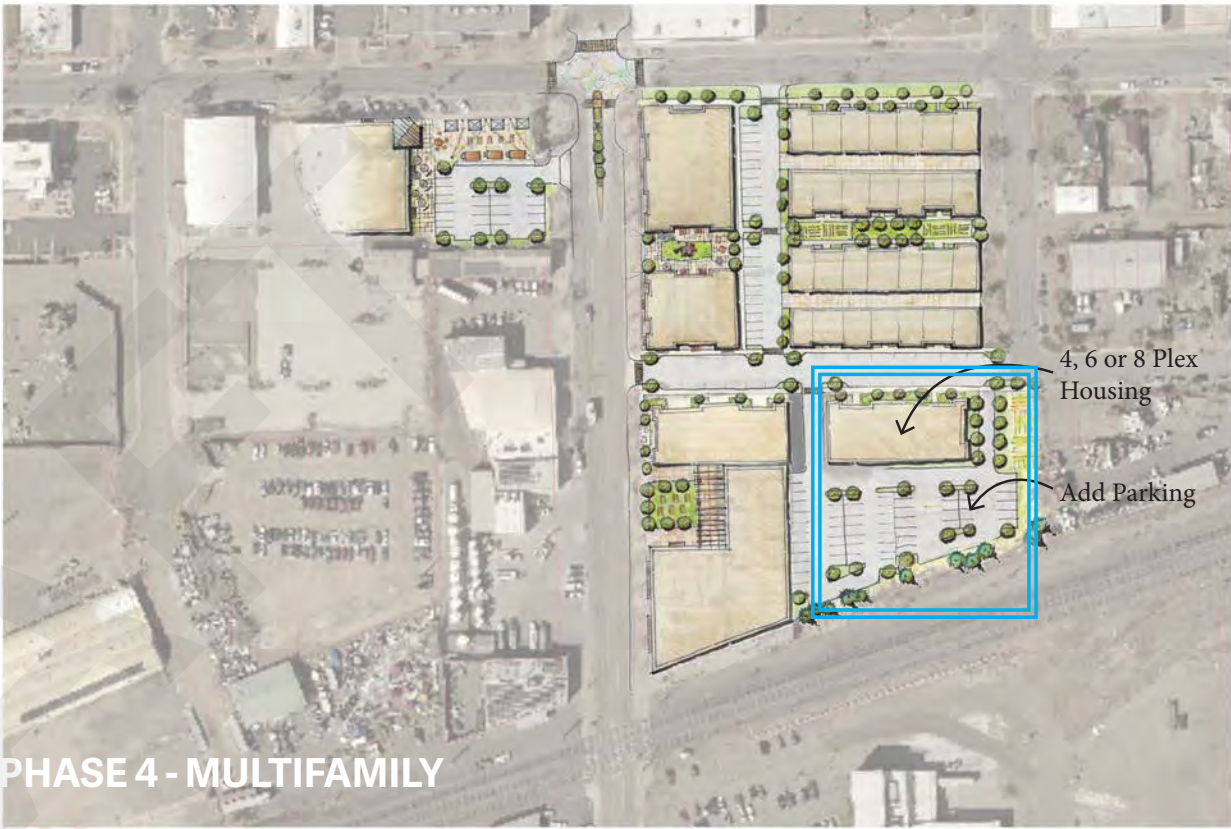
Total lot cost: \$609,000

Hard costs: \$190 per sf

Soft costs: 19% of total (\$3.25M)

Parking costs: 1% of total (\$102,000)

Project internal rate of return (IRR): 12%



Additional opportunities for rental housing can be implemented in the form of wood frame walkups. These can be two to three story structures with over-under units, or stacked flats.

As drawn, these unit types appear in Phase 4 but could just as well be absorbed as a Phase 2. Some consideration will have to be made for constructing some type of sound barrier or buffer from the railroad. Parking the space between housing and the railroad makes the most sense as it can serve both the adaptive reuse and housing while allowing for some distance to reduce noise and vibration for the residents.

These walkup structures should primarily front onto the 1st street extension and face the townhomes across the street.

## 4-PLEX PROFORMA:

Average rent per Unit: \$1,675

Average unit size: 725sf (600/850sf)

Total Development Costs: \$770,000

Total lot size: 5,000 sf

Total lot cost: \$75,000

Hard costs: \$150 per sf

Soft costs: 22% of total (\$170,000)

Parking costs: 5% of total (\$8,000)

Project internal rate of return (IRR): 12%

### Regulatory Recommendations:

Reduce Parking Requirements. South 7th St. is a key multimodal corridor connecting the downtown core with the new Las Colonias development and the Colorado River. While there is clearly an intent to bring new urban development to this corridor, parking requirements in the C-2 zone make this all but impossible. Currently, city code requires developers to provide parking in excess of what an urban-style building with surface parking could accommodate. As the market is unlikely to support structured or underground parking in the near term, the result is suburban-style development with large surface parking lots or, as is more likely the case, a lack of development activity all together.

### Market Insights

Multiple Developers. A development project of this nature can be undertaken by a large development firm that can handle the complexities of the various types (adaptive reuse, townhomes, multifamily, and mixed-use). Another option is for the land owner to act as master developer to collaborate with smaller developers that focus on certain development types.

The master developer is likely to be involved in much of the upfront development agreement and master planning for the overall site. This includes due diligence, market studies, agency/municipal entitlements and environmental documentation.

The phasing of the site allows less costly development types to prove the market rents thereby driving value into later phases. More expensive development types that command higher rents ought to come later in order to capture increased desirability as well as demonstrate a more favorable context for bank underwriting of construction loans.



THE GREEDY DEVELOPER  
- "ALL SURFACE PARKED"

THE STARRY-EYED PLANNER  
- "HIDE ALL PARKING UNDERGROUND"

WORKABLE SOLUTION  
- REDUCE PARKING,  
USE TUCK-UNDER +  
SURFACE

### C2 + Commercial Corridor Overlay 3 over 1 mixed-use w/ restaurant

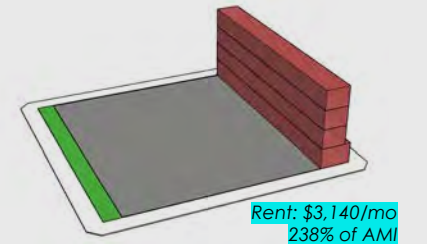
#### Key Physical Attributes:

- Units: 5 (constrained by parking req's)
- Height: 4 stories
- Tenure: Rent
- Size of Units: 1,100sf
- 1 restaurant
- Lot size: 20,000sf or 0.46 acres (code minimum)
- Front & Side Setbacks: 0' in overlay
- Rear Setbacks: 10'
- Parking Req'd: 1.5 per unit / 15 per 1,000sf of restaurant
- Parking Spaces: 40 (8 residential / 32 restaurant)
- Parking Sq Ft: 15,941 (80% of parcel)

\*not using on-street, shared, or off-site parking strategies

| Housing Units<br>Per Acre | Jobs<br>Per Acre |
|---------------------------|------------------|
| 10.9                      | 8.9              |

- The Greedy Developer -



"Like heck! That parking is going in a cheap surface lot!"  
Cost: \$3,000 per space

Rent: \$3,140/mo  
238% of AMI

### C2 + Commercial Corridor Overlay 3 over 1 mixed-use w/ restaurant

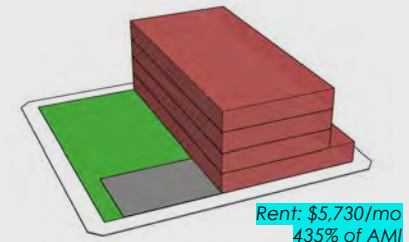
#### Key Physical Attributes:

- Units: 22
- Height: 4 stories
- Tenure: Rent
- Size of Units: 1,100sf
- Multiple restaurants
- Lot size: 20,000sf or 0.46 acres (code minimum)
- Front & Side Setbacks: 0' in overlay
- Rear Setbacks: 10'
- Parking Req'd: 1.5 per unit / 15 per 1,000sf of restaurant
- Parking Spaces: 175 (33 residential / 142 restaurant)
- Parking Sq Ft: 70,141 (12% of parcel)

\*not using on-street, shared, or off-site parking strategies

| Housing Units<br>Per Acre | Jobs<br>Per Acre |
|---------------------------|------------------|
| 50                        | 39.3             |

- The Starry-Eyed Planner -



"Parking is ugly and kills urban form!  
Put that parking underground!"  
Cost: \$37,000 per space - 4 levels

Rent: \$5,730/mo  
435% of AMI

### C2 + Commercial Corridor Overlay 3 over 1 mixed-use w/ restaurant

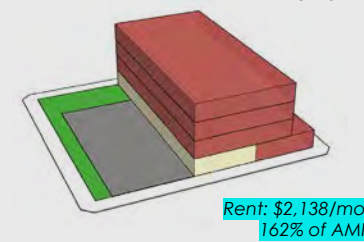
#### Key Physical Attributes:

- Units: 22
- Height: 4 stories
- Tenure: Rent
- Size of Units: 850sf
- Multiple restaurants
- Lot size: 20,000sf or 0.46 acres (code minimum)
- Front & Side Setbacks: 0' in overlay
- Rear Setbacks: 10'
- Parking Req'd: 0.75 per unit / 3 per 1,000sf of restaurant
- Parking Spaces: 39 (17 residential / 22 restaurant)
- Parking Sq Ft: 15,401 (28% of parcel)

\*not using on-street, shared, or off-site parking strategies

| Housing Units<br>Per Acre | Jobs<br>Per Acre |
|---------------------------|------------------|
| 50                        | 30.3             |

- Reduced parking + structured parking + smaller units -



"Something remotely feasible!"  
Cost: \$16,000 per space

Rent: \$2,138/mo  
162% of AMI

# APPENDIX A: FOCUS GROUP AND PUBLIC MEETING COMMENTS



Bud presents connectivity concepts at the DDA Board Meetings



Peter discusses connectivity with a CAT member at the Public Workshop.



Engaged stakeholders listening during the Developer Focus group.



Alison discusses placemaking concepts with City, GEJP representatives and community members at the Public Workshop.

## Development Meeting #1 Focus Group Comments: Opportunity Sites

- Pawn Shop- potential for expanded convention center/ acquired by city. 5th hotel by 2023 at Pawn Shop
- Wells Fargo- Mindful about parking. Overflow parking.
- Flea Market- Look at competition. Great for food-
- Jarvis Property
- Parking Lots 4th and 5th and Colorado 1900 parking with retail on base, food court supply garage. Think about unmet needs of Avalon- back of house for Avalon
- City Market- 32K SF.
- 7th potential commercial corridor
- Outreach to property owners
- Need to get parking requirements
- Goal to catalyst downtown housing
- Link sites to opportunity zones
- 7th and south manufacturing; factory along 1st street.

## Community Project

- 2020 breaking ground on 5th hotel.
- Enstrom Site- retail restaurants
- Store formats, consider shallow format
- Retail, rents are below market but rising slowly
- Opportunity for alleyways (north side of Colorado- 4th and 5th)
- CMU- 10-12K students, connecting students to downtown
- 12th street is opportunity to connect CMU long term vision
- Housing- gentrification vs. affordability
- Parking garage and adaptability
- Construction costs too high- projects don't pencil

## Development Meeting #2: Implementation Strategies

- Streamlined permitting and zoning
- Zoning overlay
- Not being down zoned but reducing the minimum parking limit
- More flexible zoning options
- More strategies use of current parking supplies
- 7th and Colorado

# APPENDIX A: FOCUS GROUP AND PUBLIC MEETING COMMENTS

- Side by Side Parking
- Surface parking near building and land banking opportunities

## Activation and Placemaking Meeting Focus Group Comments:

- How to activate downtown via art?
- Interactive branding corridors.
- Needs to feel safe on 7th since it's a long way to the river- bridge 7th st. to the river.
- Historical storytelling intermixed with art and what makes GJ unique
- Skate Park
- Discovery Zone
- Art Center Downtown? Art center gallery space downtown- lack of funding
- Having more activities: ie: events, concerts, etc. for college students that stay open late/after hours.
- Give older buildings a facelift (ie: the Avalon)
- Activating sidewalks and rooftop space
- Activate an area incrementally ie: food trucks
- Make alleys as a place to be! Via string lights, murals, art, etc.
- Lack of big, bold art in alleyways and breezeways
- Ie: the art gallery, the one between the hotels and two rivers and between parking lots
- Train Depot: (Little Italy)
- Needs signage and wayfinding so that the area feels safe
- Incentivize home owners to convert properties around Whitman Park
- Micro transit system (ie; scooter or bike share) to connect the areas within the downtown corridors
- Bike share system to bridge downtown to river
- Ground murals

## Activation and Placemaking Public Meeting Comments:

- Downtown façade Improvement grants for alleys
- Public Restrooms need for visitors (at the future event space)
- Downtown transit transfer station is a destination
- Live music in cafes! Not much of a local music scene there but lots of musicians.

- Green Space, mini parks, community art on Main
- Live arts and working studios and galleries.

## Connectivity Public Public Meeting Comments:

- Dedicated/visible bike lanes increases safety and willingness to ride
- Traffic from i-70 to 12th street cant find center. Stay north of town.
- Anything to slow down vehicles down would be welcome.
- Speed bumps on Main from 4th to 70 Bus. Loop
- End Car culture now. Thanks.
- More flashing beacons. They raise awareness for crosswalks.
- Crosswalks at Octopus Café on Grand
- Crosswalks at 5th to Hawthorne Park
- Grand should be a blvd. from 12th to 3rd
- Absolutely!
- I like it, do more of it.
- Not 12th! 10th street bikeway from Las Colonias to CMU.
- Yes!!!
- (Ped Bridge) Only good if 12th has bike lanes
- Why not open more streets to bike travel?
- Make 7th bikeable for connectivity with Orchard Mesa
- Create a Union Station in GJ (Greyhound, GVT, Dash lie to GJT, Amtrack, Taxis, Future Light Rail)
- Ensure walkability and ADA safe routes throughout. (Eg. Crosswalks that announce the intersection for hand of sight)



Clark emphasizes his point at the Developers Focus Group Meeting.



A Community Builders tradition- Final Day Selfie!



VIBRANT TOGETHER: A DOWNTOWN INITIATIVE  
STRATEGY WORKSHOPS  
SIGN IN SHEET

NAME &amp; ORGANIZATION

CONTACT (Email)

|                                           |                                   |
|-------------------------------------------|-----------------------------------|
| Taren Harkin / CHFA                       | kharkin@gmail.com                 |
| Brett Meyl State Urban Development        | Brett@StateRED.com                |
| Ray Rickard Ramox / Development           | RAY@ggproperties.com              |
| Kevin Bray Bray / Development             | Kevinbray@brayendco.              |
| Jay Maraschin THE BUSINESS INCUBATOR      | JMARASCHIN@btincubator.org        |
| Ken Andrews ARCH 11                       | KANDREWS@ARCH11.COM               |
| Maria Rainsdon OVG Facilities / DDA Board | mrainsdon@grandjunctionevents.com |
| Duncan Ronney DDA / OFFICE OF AFFAIRS     | duncan@dfiuplanes.com             |
| Sheryl Thompson                           | sthomps@grandjunctionevents.com   |



3:00 DEVELOPMENT GROUP MTG.  
VIBRANT TOGETHER: A DOWNTOWN INITIATIVE  
STRATEGY WORKSHOPS  
SIGN IN SHEET

NAME &amp; ORGANIZATION

CONTACT (Email)

|                |                     |
|----------------|---------------------|
| Dan Meyer      | DDA                 |
| Jon MARASCHIN  | BIC                 |
| Doug Simon, Jr | DDA/Enstrom Landies |
| Doug Simons    | Enstrom/G-JEP chair |
| Karen Harkin   | CHFA                |
| AARON Young    | KAART               |
| Maria Rainsdon | OVG Facilities/DDA  |



PUBLIC OPEN HOUSE



VIBRANT TOGETHER: A DOWNTOWN INITIATIVE  
STRATEGY WORKSHOPS  
SIGN IN SHEET

NAME &amp; ORGANIZATION

CONTACT (Email)

Rick Cosby - DISTRICT Five. 970 260 6496  
 Jack Germaehl 970 578 1016  
 Tom & Kristy Motz - Candle Kitchen 970-261-8148  
 Chuck McDaniel City Council 970 210 0376  
 Phil Lucas 970-270-1217  
 Alan Jennings  
 Sandra Alexander 970-261-7169  
 Libby Collins CoWest Land Trust libby@coWestLandTrust.org  
 Naomi Barlow Super Rad Art Jam naomibarlow@gmail.com - 970  
 DAVID THORNTON City of GS david.t@city.org  
 Aaron Young KAART  
 Robert Trelor rstvaylor@gmail.com  
 Ben 11  
 Matt Goss - UNCANNY VALLEY ART GALLERY mattgoss222@yahoo.com  
 Allison Field allison@brv15.com  
 Cara Morton caramindatedge.com

PUBLIC OPEN HOUSE



VIBRANT TOGETHER: A DOWNTOWN INITIATIVE  
STRATEGY WORKSHOPS  
SIGN IN SHEET

NAME &amp; ORGANIZATION

CONTACT (Email)

NAME & ORGANIZATION CONTACT (Email)

|                                         |                              |
|-----------------------------------------|------------------------------|
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| Scott Beilfuss/Mesa County Dems         | gjsscottb@gmail.com          |
| Rob von Gogh/the Shade Tree             | Rob@theShadeTreeOrMonstr.com |
| Elizabeth Fegarty, Visit Grand Junction | eizabethf@gjcity.org         |
| David Combs business                    | dcombr@aspcultural.com       |
| Kathy Portman City of GJ                | Kathyp@gjcity.org            |
| Leslie Dysart Visit GJ                  | lestred@gjcity.org           |
| Karen Hayashi                           |                              |
| Alyssa Clarida/renter                   | alyssaclarida@gmail.com      |
| Jeffrey Turre/renter                    | jeffturre@gmail.com          |

# APPENDIX C: Transportation Findings

## Overall assessment.

The robust network of streets north of the rail road tracks serves the community well. This provides a multiplicity of connection opportunities for pedestrians, bicyclists, motorists and emergency response vehicles. This network is divided, however, by the rail road tracks in the southerly part of the city. A desire to connect the northerly part of the city with the south has been expressed. There are limited but important opportunities to do so with the extension of 7th and 9th Streets. 12th Street was also discussed in this context, but faces approval from the rail road to cross the tracks.

Major regional transportation facilities through town include the I-70B business route from 1st Street southerly to a one way, east-west couplet system along Pitkin and Ute Avenues. This route connects to I-70 at both the east and west ends of town. The couplet acts as somewhat of an inhibitor to non-motorist activity in a north-south direction. This is an important issue as it relates to the desire to encourage development in the southerly part of town. There is also an important connection to Route 50 on the south side of town. This facility connects towns and cities in a southerly direction to the southern border of Colorado. The connection of this highway to South Avenue, and the existing urban fabric, is problematic. Details of these two thoroughfares are discussed below.

There is an important transportation terminal located near the South Avenue and Rt. 50. The intersection is problematic for a number of reasons described below. Generally, the bus system is quite adequate and connects well with downtown, the university (DASH) and other intermediate locations.

There is an excessive allocation of surface parking in the study area. Metered parking exists throughout the downtown and works well.

## Parking Strategies;

Because of the existing and proposed mixed use nature of the study area, methods of using shared and stop-once parking are particularly relevant. Shared parking is a phenomenon where parking spaces serve two or more land uses and are occupied different times of the day. For example, a building with offices adjacent to and apartment building can have a common parking area. The spaces will be occupied, generally, by office personnel during the day and by residence at night. This can have a dramatic effect on parking demand reduction. An example of weekday and weekend percent parking demand is adjacent. This is complemented by something called "stop once". In the downtown area there are a multitude of uses that can be accessed within a couple of blocks of each other. For example, a person could park once and have

| Uses                        | M-F<br>7am-1pm | M-F<br>1pm-5pm | M-F<br>5pm-8pm | Sat & Sun.<br>9am-5pm | Sat & Sun.<br>11am-5pm | Sat & Sun.<br>12am-5am | Peak<br>Hour<br>Summer<br>parking<br>spaces<br>required by<br>use |
|-----------------------------|----------------|----------------|----------------|-----------------------|------------------------|------------------------|-------------------------------------------------------------------|
| Residential                 | 40%            | 100%           | 100%           | 80%                   | 100%                   | 100%                   | 20                                                                |
| Lodging                     | 70%            | 100%           | 100%           | 70%                   | 100%                   | 100%                   |                                                                   |
| Office                      | 100%           | 30%            | 5%             | 5%                    | 2%                     | 5%                     | 10                                                                |
| Retail                      | 80%            | 80%            | 2%             | 100%                  | 70%                    | 5%                     |                                                                   |
| Restaurant                  | 70%            | 100%           | 10%            | 70%                   | 100%                   | 20%                    |                                                                   |
| Movie Theater               | 40%            | 80%            | 20%            | 80%                   | 100%                   | 10%                    |                                                                   |
| Entertainment               | 40%            | 100%           | 30%            | 80%                   | 100%                   | 30%                    |                                                                   |
| Conference/Convention       | 100%           | 100%           | 5%             | 100%                  | 100%                   | 5%                     |                                                                   |
| Institutional (non-theater) | 100%           | 20%            | 5%             | 30%                   | 10%                    | 5%                     |                                                                   |
| Institutional (church)      | 10%            | 5%             | 5%             | 100%                  | 50%                    | 5%                     |                                                                   |

lunch, get a haircut and browse a store without having to use more than one parking space. The metered parking also encourages people to vacate the space after a period of time freeing up the space for others to use. The optimal parking density is 85% occupancy of available spaces.

Because of the number of building opportunities available in downtown, it is strongly suggested that a parking study be done. The "broken tooth" arrangement of buildings, lack of spatial definition and discontinuity of urban fabric caused by excessive surface parking hurts the community aesthetically and economically. By using the opportunities for sharing parking and acknowledging park once parking allocations can be reduced without negatively impacting local economic health. In fact, it enhances that kind of environment. Once land is opened up for development the streets become spatially defined. This then becomes a much more comfortable, safe and inviting place of pedestrians.

If parking spaces were reduced to about 90% of actual peak demand the motorist may have to circle the block once or twice to find a parking spot. This is not a problem and is encouraged as an indicator of a very healthy urban environment. Imagine the great urban places you have visited in the past. Was it very easy to find a parking place? Probably not, and for good reason.

## One-way streets;

These streets are dangerous, hurt retail and disturb pedestrians who wish to enjoy the public realm. They encourage multiple turning movements and disrupt way finding. One-way streets remove at least 25% of retail exposure and hurts thos operations. Vehicular speeds are typically faster on these

streets. This increases accident severity. Instead of putting a pedestrian in the hospital for a week, they may end up in a wheel chair for the rest of their lives. Noise is also a problem at higher speeds. Pedestrians have to speak louder as adjacent vehicle speeds approach and exceed 35 mph. In also distracts those sitting at a sidewalk table and discourages them from returning. The one-way streets at 4th and 5th Streets should be returned to two-way systems as soon as possible for the overall physical and economic health of the city.

They also act as a division between portions of a town or city. This is particularly true for Pitkin and Ute (I-70B), a one-way couplet having Pitkin running east and Ute running west. They are owned and operated by the State through the Colorado Department of Transportation (CDOT). This facility wasn't intentionally built through existing urban fabric like many highway projects in the 50's and 60's, but it has a similar effect; dividing multi-modal opportunities and connectivity between the north and south areas of the city. The also surround publicly active places like two parks, the police department and the fire station. This is an awkward arrangement. Those uses are attractors for people on bikes, on foot or in vehicles. Crossing these streets is daunting and unsafe. The one way streets have 3 wide lanes each direction and exhibit all the negative characteristics mentioned above. Speeds have been seen exceeding 40 mph. Although not common, the posted 35 mph speed limit is adhered to for the most part. Still, this is not ideal. We know that every pedestrian hit by a vehicle traveling at or greater than 36 mph dies as a result of their injuies. Injuries sustained at speeds as low as 32 mph can result in permanent brain damage, organ failure and spinal transection. This is why we try to control speeds in walkable neighborhoods to 25 mph or less.

We examined studies related to traffic conditions in the city with some interesting revelations. The couplet is operating at about 40%, or less, of its capacity. Three lanes (one way) are not needed for either the current or future conditions to at least 2040. There is absolutely no question that one lane in each direction can be removed. We are aware that this issue has been ongoing for a number of years. Having met with CDOT representatives we were encouraged by the non-confrontary nature of the meetings, but the outcome was the same; no action from CDOT. On the other hand, we did discuss a process that could be initiated by the city. It entails the engineering study of that corridor that, if verified, that 2, not 3 lanes were needed in each direction. Then an Environmental Assessment would need to be drawn up and a request to CDOT to remove those lanes. Even at this point there may be no positive steps taken by CDOT. Perhaps the only way to get them to move on the issue is to combine the described study and EA with strong political and grass roots pressure. CDOT is representative of many DOT's in that their DNA was formed in the 1950's with design manuals that were not prepared by engineers and planners, but by state rural highway officials. Those

## APPENDIX C: Transportation Findings

philosophical underpinnings remain today with an anti-urban thrust to their processes and protocols. We strongly recommend that the lanes are reduced, but without aggressive, across the board political will, this will never happen.

The intersection at 5th and Pitkin is awkward and dangerous for pedestrians. This is the spot where Rt. 50 intersects with the urban fabric and is a good example of the type of public space that needs special attention. The way to establish an appropriate transition from rural highway to slow urban street is not easy. If Rt. 50 could be calmed starting about 300' south of 5th Avenue that would help. There are are northbound, right turn and eastbound, right turn complications. In addition, there are a significant number of trucks using this route and their turning requirements must be maintained. The primary concern is with non-motorist activity here. The transit station is closeby and there is fairly significant pedestrian activity in the area. There is a median that extends into one eastbound lane of Pitkin. It has a slot through it to, apparently, allow for pedestrian crossings. The pavement is unmarked and there is no adequate signage. This is what some call an "attractive nuisance". It attracts pedestrian activity, but is a dangerous place for them to cross. Potential solutions may include installation of a roundabout, a signal with pedestrian phases, removal of the island extension, appropriate signage, pedestrian crossing further south and so on. It would require a detailed engineering study to determine the best course.

### Thoroughfare connectivity.

7th Street is perhaps the most important connection to the south of the downtown. It is one of only two opportunities to enhance and encourage multi-modal activity between the evolving south and the downtown. 7th Street includes 2 lanes of traffic and 2 bike lanes. It is a rather narrow street 30' in width. Bike lanes must remain as they are an integral link in the overall bike system. It is suggested that it remain essentially the same until two things happen along that corridor;

1. Adjacent properties redevelop in a substantial way to create the need for onstreet parking or other improvements
2. The triangular property establishes the site for opportunistic, entrepreneurial activity (food trucks, craft sales, etc.). In that event we suggest that the lanes adjacent to the site remain at 10', the bike lanes removed, trees planted on the west side, and a plaza-like extension of the curb (10') be made on the east side.

7th Street south of Ute should replicate the sections south of the roundabout. Eventually, a median should extend all the way to Riverside as that area redevelops.

9th Street is the second practical access to Struthers Avenue. It varies in width with curb and gutter in some areas and not in others. This is another important bike route and can be modified to allow for bike lanes and parallel parking. The design should not allow for travel lanes wider than 10' and parking lanes at 7'. See the general design considerations, below.

12th Street is contemplated to extend further south to Struthers. The rail road right-of-way will be difficult to cross so perhaps a ped-bike overpass would at least allow non-motorists to cross. It is advised that a vehicular crossing would be of immense help for full connectivity in the urban grid.

As a general rule, the orthogonal grid existing in town should be as complete as possible. Block lengths of 300 to 350 feet are ideal if the grid is extended into "greenfield" areas.

### Bicycle network.

### General Design Considerations.

As some of the streets in the project area get modified or built it is advisable to use the following design elements. These are time tested and help with traffic calming, non-motorist comfort and safety.

1. Vehicle lane widths should not be greater than 10'.
2. Parking lanes should be 7' wide except for areas that are mixed with commercial and retail. In that event they should be 8' wide.
3. Bulbouts should generally be used on streets where pedestrian crossings exist and there is on-street parking.
4. Ladder striping should be painted in every intersection that is stop controlled or signal controlled. Unsignalized mid-block crossings should include a choker both sides and striping. They should only be used where traffic operating speeds are 20 mph or less.
5. Bike lanes are not generally needed where traffic operating speeds are at or below 30 mph.
6. Wherever possible, street trees need to be planted. They should have a canopy that has at least a 30' diameter drip line.
7. Building enclosure helps slow traffic. A 1:1 ratio (width between to height) is ideal, but 2:1 and 3:1 work. A ratio of 4:1 is good for squares and plazas.



# VIBRANT

T O G E T H E R

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A DOWNTOWN INITIATIVE

## PHASE 1 AND 2 SUMMARY



APRIL 2019

FOR INTERNAL USE ONLY





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- 1.5 The Big Ideas

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### CHAPTER 6: PUBLIC INPUT SUMMARY



## 1 INTRODUCTION

When asked, local residents describe the City of Grand Junction as a welcoming community with a small-town vibe characterized by strong local arts and culture- and at the heart of it all is the downtown. However, residents also feel there is lot of potential. Regional population and economic growth are creating a demand for development. With this growth comes the need for strategic thought about what is best for the community.

The goal of this Downtown Plan of Development, called “Vibrant Together: A Downtown Initiative,” (referred in this document as ‘the Plan’ or ‘the POD’) is to communicate our shared values for growth in Downtown Grand Junction. This Plan will be a governing document for the Downtown Development Authority (DDA) and will identify a clear plan of action for priority projects, strategies, and partnerships in the near term, aligned with the community’s vision for downtown Grand Junction. To achieve this the Plan will;

- Provide a unified vision for downtown.
- Identify projects that advance the vision
- Bring local leaders together in pursuit of that vision.

**1.1 WHY DO THIS NOW?** The primary responsibility of the Downtown Development Authority (DDA) is to support and facilitate economic development efforts to enhance the vitality of the Downtown community through capital investment and construction. The current DDA Plan of Development, is 38 years old and therefore is challenged to guide development that is reflective of both the current market or the vision of the community for what the future of greater downtown should be. In this time of growth, the DDA should have a strong governing document that is reflective of the community’s wants and needs in downtown and develop strong partnerships for making a positive impact to the downtown.

While the City Comprehensive Plan, The Greater Downtown Plan and other guiding vision documents and strategic plans identify opportunities and regulate growth in the downtown, this Plan of Development will guide the types of projects and programs that for downtown with the goal of sustaining Downtown Grand Junction’s role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

**1.2 HOW THIS DOCUMENT IS ORGANIZED.** This document represents a summary of Phase 1 and Phase 2 from the approach outlined above and provides written documentation of the current market trends and influences that influence daily life in downtown Grand Junction. This summary will be included as an appendix to the POD, and portions will be adapted as the introductory chapters of the Plan of Development.

The following chapters are outlined in this Summary Document;

1. Introduction
2. Background Context
3. Opportunities, Vision and Goals
4. Market Context
5. Summary of Existing Documents
6. Summary of Public Input

**1.3 A COMMUNITY DRIVEN PROCESS** A primary goal of Vibrant Together is to work with residents and local organizations to create a vision for a thriving downtown. In addition to providing strategies for the downtown, this process will work to build support from the community as well as local partnerships for successful implementation.

The planning process is being executed in four phases;

### **DOWNTOWN TODAY** *Where are we?*

Understand the current conditions and trends that influence downtown. This phase will result in a market analysis and understanding of local issues and concerns.

### **DOWNTOWN TOMORROW** *Where do we want to be?*

Develop downtown goals that align community priorities. This phase will result in goals that provide a framework for action and guide decision making.

### **STRATEGIES** *How will we get there?*

Explore and refine ideas and strategies to advance downtown goals. This phase will result in a series of strategies that focus on achieving community goals.

### **PRIORITIES AND ACTIONS** *Where and how do we start?*

This phase will result in a Plan of Development update that identifies key concepts for downtown, implementation recommendations, and key partnerships for taking action.

## WHO HAVE WE HEARD FROM?

**Pop Up Events:** Farmers Markets, Downtowner, Car Show, Tour De Rock (CMU Event)

**Photobooth**

**Comment Boxes:** Library, Colorado Baby, Gelato Junction, Transit Center, Art Center, RAW Canvas (50 Respondents)

**Focus Group Meetings:** Developer Meeting, Social Services Meeting, Recreation and Outdoor Meeting, CMU Meeting, Neighborhood Group Meeting, Beer 30 CAT Meeting

**Online Survey** (300 Respondents)

**Visitor Survey** (0 Respondents)

**Strategic WALKshop**(15 Attendees)

**Strategic Development Workshop** (10 Attendees)

**Strategic Workshop Public Open House** (100 Attendees)

**1.4 COMMUNITY ENGAGEMENT OVERVIEW** Feedback from local residents and visitors is essential to understanding the community vision for downtown. This project aims to utilize a wide variety of public engagement activities and strategies to reach a broad spectrum of the population and to make providing input easy and fun. Between September 2018 and February 2019 community feedback was received at pop up events, through comment boxes around town, through online survey and Instagram surveys, focus group meetings, meetings with stakeholders, the community action team (CAT) and at a series of strategy workshops followed by a Community Open House. Feedback asked a series of questions that looked to better understand;

- what downtown means to residents and visitors in Grand Junction,
- how people get around and what challenges they face,
- What people like to see or do in downtown now and what they would like to see or do in the future.

We engaged with over 500 community members from in and around Grand Junction who provided their input to Vibrant Together. A complete summary of the engagement process and activities is provided in the appendix. Through listening and organizing the feedback, some key themes have emerged that have informed the goals and big ideas.

**1.5 THE BIG IDEAS.** Goal setting provides an opportunity for people to work together and build consensus. These goals are meant to serve several key purposes. First, they are meant to provide direction for advancing the community's vision of building a thriving downtown for everyone. They should act as a tool for guiding future decisions, like determining if a new project or policy is in line with the vision. They are also useful for monitoring progress, to identify successful efforts that should be expanded upon, or unmet goals and gaps that need to be addressed.

# THE BIG IDEAS



## GOAL 1: VIBRANCY

Downtown is the “The heart of it all” as a 18 hour/7 days a week center of activity for all ages and income levels.



## GOAL 2: DOWNTOWN LIVING

Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.



## GOAL 3: IDENTITY

Downtown is recognized as the hub of regional culture for the western slope.



## GOAL 4: CONNECTIVITY

Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.



## GOAL 5: SAFETY AND COMFORT

Downtown is safe and comfortable environment that is welcoming to all.



## 2 BACKGROUND CONTEXT

Grand Junction is a unique and special place in Colorado. Coined by locals as 'Colorado's best kept secret' or 'West Slope. Best Slope.' there is a sense of pride for all the region has to offer, with the City of Grand Junction and the downtown playing a crucial role at the heart of it all.

The following chapter will set the stage for understanding what is happening in Grand Junction and how this informs challenges and successes in the downtown.

- About the DDA
- A Step Back
- A Snapshot of Today
- Looking Forward

**2.1 ABOUT THE DOWNTOWN PARTNERSHIP:** The Downtown Partnership consists of two special districts, the Downtown Development Authority and the Business Improvement District which share the same staff and Board of Directors. Large and small, Downtown Grand Junction is involved in a wide array of activities and projects Downtown, all with the goal of sustaining Downtown Grand Junction's role as the preeminent hub for economic activity and commerce, cultural experiences and as a vibrant place to live and visit.

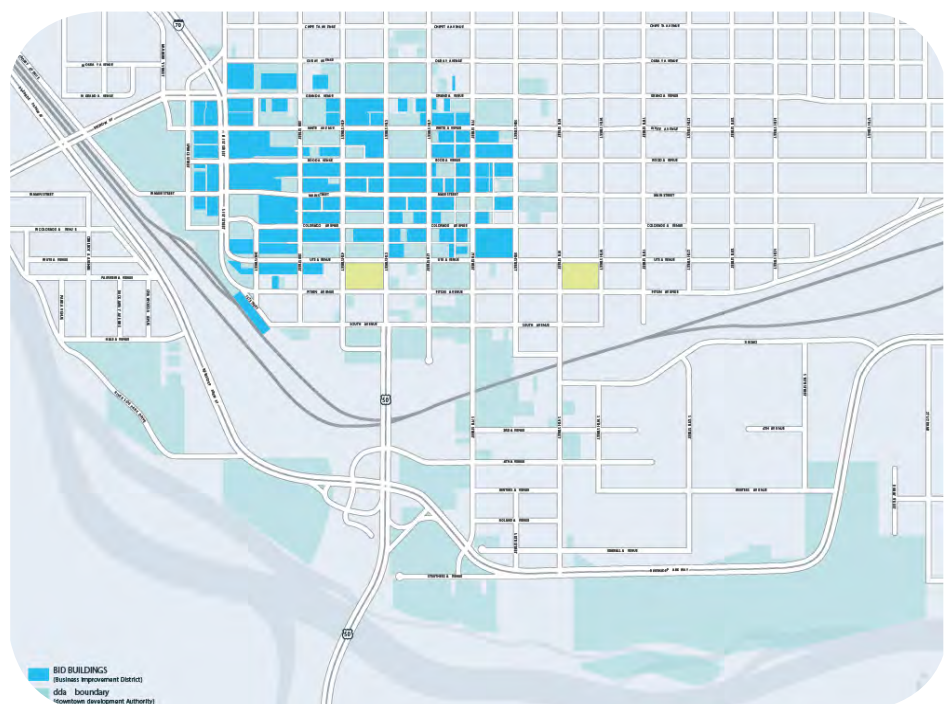


Figure 1 Map of DDA and BID Boundaries



The Business Improvement District (BID) produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.



The Downtown Development Authority (DDA) focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

The DDA was established in 1981 by the City of Grand Junction after receiving approval through a special election of the Downtown property owners and businesses. The DDA was established to halt and prevent deterioration of property values within its district and to assist in the development and redevelopment of its district and to use its power to promote the general welfare of the district by the use of its direct and supplemental powers. The Authority was one of the first such organizations in the State of Colorado and focuses on supporting and facilitating economic development efforts to enhance the viability of Downtown through grants, capital investment and improvements to public amenities.

In late 2005, business and property owners within the boundaries of the BID voted to impose a special assessment which would fund marketing, promotions, public relations, advertising and special events. The BID affects Downtown Grand Junction commercial property owners only and excludes residential properties. The Business Improvement District (BID) produces and supports events that attract visitors, enrich life for residents, and drive revenue to local businesses. The BID also develops advertising, marketing, and public relations campaigns that reach regional, statewide and national audiences and help brand Downtown as a regional hub.

**Organization.** This nine-member board is appointed by the Grand Junction City Council. Eight of the members must be a resident, business lessee, or own real property within the boundaries of the DDA and BID. The City Council shall appoint one member that is exempt from the above qualifications. The four-year terms expire in June.

**Powers and Initiatives.** Downtown Grand Junction is involved in potential catalytic projects such as the Las Colonias Business Park and the Las Colonias Amphitheater that are transforming Downtown's River District into a vibrant area that will incorporate recreation, entertainment and job clustering into an area that has historically seen little investment. The DDA is also engaged in helping bring two new hotels to downtown as well as much needed renovation to Two Rivers that will allow it to continue to operate as an economic driver for downtown. Potential new downtown housing is also on the way as the DDA reached an agreement with a developer for the former R-5 building site to develop townhomes and find an adaptive reuse of the former school building. The most recent project is a public/private partnership with Kaart Group which will add four and six story class A office space to 7th and Main and add roughly 80 new jobs to Downtown.

**Policy and Decision Making.** The Plan of Development will be approved by the Downtown Board. Following Board approval, the Planning Commission will review the plan and make a recommendation to City Council for final approval and adoption.



Figure 2 Grand Junction within the United States



Figure 3 Grand Junction within the state of Colorado.



Figure 4 Mesa County with Grand Junction at the center.



Figure 5 The City of Grand Junction.

**2.2 A STEP BACK.** Grand Junction gets its name from its location at the confluence of the Colorado River (formerly named the Grand River) and the Gunnison River and offers sweeping views of the Grand Mesa, Colorado National Monument and the Book Cliffs. The Grand Junction town site was settled September 26, 1881, although human civilization in the area dates back thousands of years to include the Ute and Fremont tribes, among others. Grand Junction has been shaped by natural geography as well as man-made transportation connections, first by the Denver and Rio Grande Railroads in 1882 and again when the Interstate system reached the City in the 1960's. These connections supported the economic growth of agriculture across the Western Slope, and in later years wholesale goods and energy production. The River has a significant role in shaping Grand Junction and the surrounding landscapes. This powerful river provided water in the desert for the growth of both towns and agriculture. Between the river and the rail, Grand Junction became a regional hub of agricultural and mining industries that transformed the downtown.

In the 1950's, a time when many cities were looking towards pedestrian malls, Grand Junction embraced the concept of a chicane, which is a serpentine street design with pockets of green space and public art. Grand Junction's Main Street should be celebrated as an innovative and successful downtown revitalization strategy, the design of which is part of the unique character and history of the community. The downtown was first recognized nationally in 1962 when Operation Foresight began to reconstruct Main Street into a 'downtown shopping park' with landscape, parking and updated streets for which the city was awarded All America City recognition by Look magazine.

Downtown Grand Junction is now home to dozens of outstanding locally-owned shops, music venues, restaurants, galleries and area services with a large collection of public art, fountains and historic buildings. Art on the Corner (AOTC) is a year-round outdoor sculpture exhibit which was established in 1984 by local sculptor, Dave Davis and was one of the first of its kind in the country. Art on the Corner, First Friday walks, farmers markets and events at the Avalon are noted as some of people's favorite events in the downtown that make Main Street a source of pride for local residents as well as a draw for visitors.

**2.3 A SNAPSHOT OF TODAY.** Grand Junction today is the largest City along the I-70 corridor between Denver and Salt Lake City with a City population of 58,000 and a metropolitan area of 146,000 people. As the major population and employment center in the region, the City is home to county and state offices, three major hospitals and Colorado Mesa University. The downtown population represents 25,000 people with approximately 10,000 residences.

Demographic research suggests that downtown is attracting a young generation of people starting their careers, and an older generation of retirees 'empty-nesters' who are downsizing. This in addition to a strong residential rental and for sale housing market in downtown, suggests a demand for increased housing and infill development in the downtown.

In addition, downtown serves as an important retail node for local and regional residents as well as tourists. Community input shows that 76% of

people go to downtown Grand Junction once or more each week. The downtown is supported by a large regional population of people that come to downtown for work (40%), shopping (54%) and/or for dining and drinks (78%). There is a growing market potential for restaurants and bars in the downtown as this area has seen 13% growth over the last 10 years. There is also a momentum in the downtown market driven by the recreation and tourism culture in the area exemplified by the Las Colonias River Development and 15-acre business park.

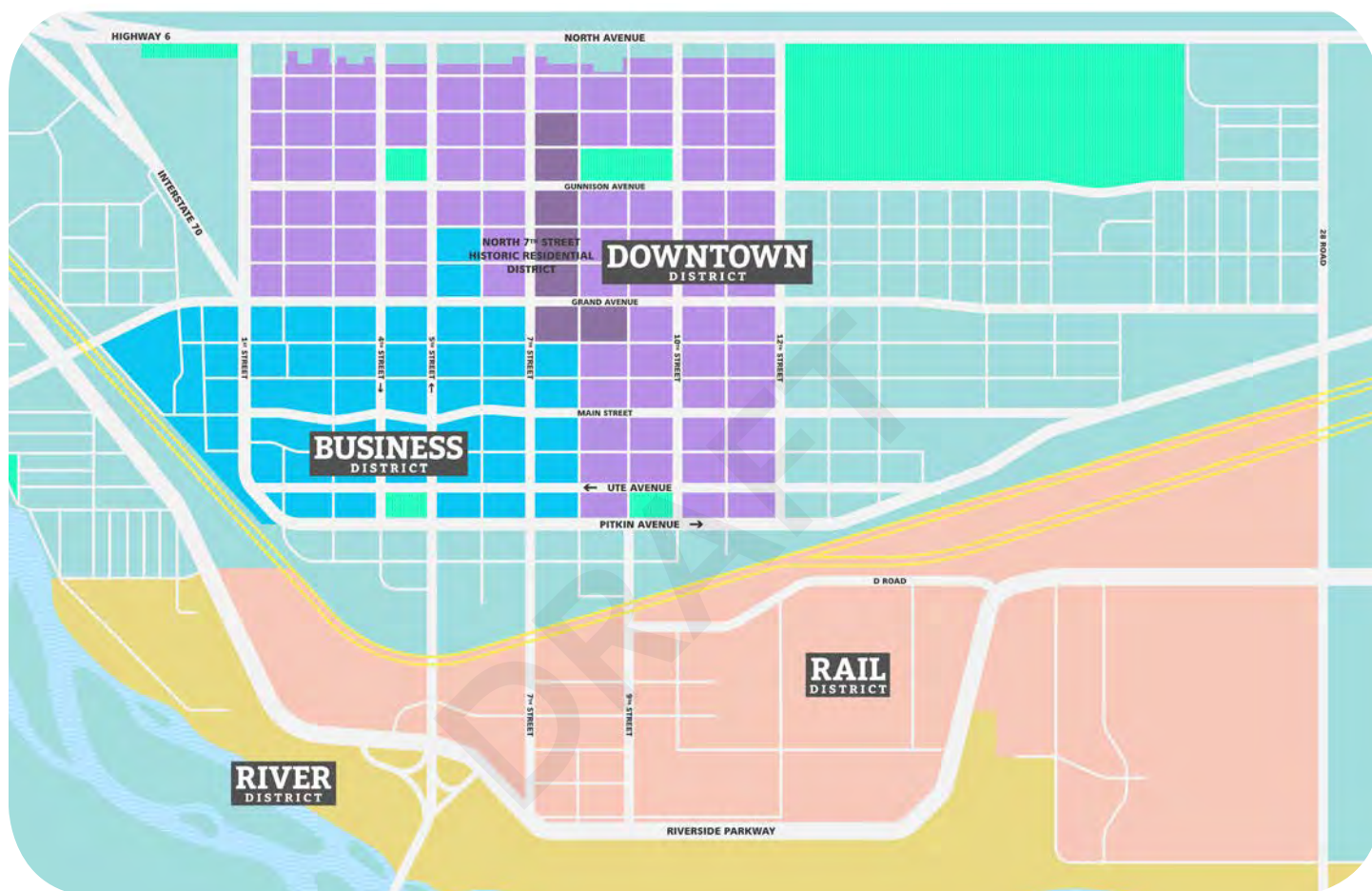


Figure 6 Map of Downtown Districts

**2.4 LOOKING FORWARD.** The future of Grand Junction looks bright. Based on the shifting demographic trends, the demand for housing and influence of the local arts scene, there is opportunity for growth in the City, specifically in the downtown. In addition, the outdoor amenities and agricultural assets of the region provide a unique setting that is attractive to both long time locals and new residents. Key to this is reactivation of the confluence in the River District, with Las Colonias Park, the River trails and connections to the Lunch Loops, and providing access to the Colorado River. Local residents know this is what makes Grand Junction special, there is an essential need to make the connection from the river area to and from Downtown.

As such, future growth needs to happen in a way that protects the unique history and celebrate the local assets of the community. Building on current momentum, new housing development in the downtown and the restoration and development along the river, this Plan will identify a vision for growth in the downtown that is aligned with the needs of the community.



### 3 OPPORTUNITIES, VISION AND GOALS

The vision and goals for Vibrant Together recognizes and builds upon priorities set by the DDA and previous planning efforts completed by the City and aligns these with feedback received from the community. The DDA's mission will be to focus efforts and resources on projects and programs that advance these goals as a shared agreement on a path forward for downtown. The Big Ideas were formed by:

1. listening to the community through a public input process and,
2. aligning that input with the priorities for the DDA and goals of the City as stated in recent plans.

Recognizing that change in the downtown will be incremental, these goals will become a benchmark for future revitalization efforts. Specific strategies for how to achieve these goals will continue to be explored throughout this process for how they can be applied in the downtown.

The following chapter will summarize what was learned from the market assessment and public input and how this led to the development of the Big Ideas for the Vibrant Together project.

- The Big Ideas
- Next Steps

**3.1 Behind the Big Ideas.** The following “Big Ideas” represent a community vision for the future of downtown. These goals will be expanded upon in the following sections.

**VIBRANCY:** Downtown is the “The heart of it all” as a 18 hour/7 days a week center of activity for all ages and income levels.

**DOWNTOWN LIVING:** Downtown offers a diversity of quality housing choices for all price points to bring more people to live, work and play downtown.

**IDENTITY:** Downtown is recognized as the hub of regional culture for the western slope.

**CONNECTIVITY:** Downtown is connected to local destinations and outdoor amenities through safe pathways for bikes and pedestrians.

**SAFETY AND COMFORT:** Downtown is safe and comfortable environment that is welcoming to all.



# IDENTITY

DOWNTOWN IS RECOGNIZED AS THE HUB OF REGIONAL CULTURE FOR THE WESTERN SLOPE.

Main street is 'the heart of it all'. Main Street is a source of pride for Grand Junction. It is the identity of downtown and should be supported and expanded on as it represents the heart of the community as the place of culture and history of life in Grand Junction. Yet there are also challenges on Main Street. Support is needed from the greater downtown area to create not just a great street, but a vibrant cultural district. Main Street needs a critical mass of people, living, working, visiting and recreating downtown to support this vibrancy and emphasize downtown as a hub of local and regional culture.

The DDA can invest in to help support business vitality, strengthening the existing local business environment which can help to attract new business. The DDA is the main promoter and marketing house for the over 400 businesses, restaurants, and services within the district. They assist in developing advertising, marketing, and public relations campaigns that reach regional, statewide, and national audiences and help to brand Downtown as a regional hub for the Western Slope. The efforts reach across many mediums, including social media, print media, digital advertising, and through story telling on Downtown's website.

- Promotion: Downtown works to not only market each signature event that the organization produces but also has the task to promote downtown as a whole. Included in that is the promotion of restaurants, lodging, art and culture, experiential businesses, shopping, and accessibility to Downtown.
- The Annual 'Downtown Guide Book': Produced by the DDA/BID and is a nearly 100 page book that lists all businesses within Downtown for visitors and locals to enjoy. Included in this book is a dining guide, list of all Downtown events, and facts about certain buildings and art pieces Downtown, such as the Avalon and other staples in the district. The guide book is produced in partnership with The Daily Sentinel each year. Each businesses within the district is included in this piece at no cost. In 2019, Downtown is releasing an online edition of the guidebook, providing easier accessibility and reducing waste.
- The Downtown Web Site: [downtowngj.org](http://downtowngj.org) is an informational site for tourists and residents about

We asked  
you...

## WHAT MAKES GRAND JUNCTION SPECIAL?

and you told us...

1. Arts and Creativity
2. local bike scene
3. Agriculture and Wine Culture
4. Recreation Economy and Natural Resources



Figure 7 The Buffalo on Main Street has been branded as a part of the creative District identity. An opportunity for 'Selfies with Art' along Main Street and a Hash-tag cam-



Figure 8 Arts and Poems are incorporated along the street in Tucson.

events and happenings, it's also a place that each business within the district has the opportunity to create a listing and manage it. This listing provides website visitors an online directory of each business downtown and shows their address, phone number, hours, and any photos that the business provides. This is also a free service for any business.

**The arts are important.** When people describe downtown Grand Junction, art is often one of the first words they use. When asked what the community would like to make the downtown better, 8% of respondents to the community survey suggested a desire to see more public art. The arts are embedded in downtown throughout a large presence of murals, art galleries, public pianos, First Friday art walks, Mesa County Libraries / 970West Studio, the Annual Art Festival and performances at the renovated Avalon Theater creating a cultural vibe of creativity. Central to this vibe is the Art on the Corner Program (AOTC) which exhibits of over 100 unique artworks displayed in Downtown Grand Junction.

Downtown Grand Junction's long heritage of arts and culture is one of the reasons they were designated as a certified Creative District by Colorado Creative Industries. This designation makes the district eligible for financial support, funding opportunities and leadership opportunities. The tagline of the Creative District is "Creative from the start" which incorporates longstanding cultural amenities like Art on the Corner and more recent creative projects like Street Beats. The Creative District provides an opportunity for Downtown Grand Junction to further its image as the arts and cultural hub of the Grand Valley while paying homage to the past and encouraging continuing creativity in Downtown by recognizing the significance of arts and culture to Downtown's economy. Additionally, with the naming of the Certified Creative District, Downtown will play the key role in promoting all aspects of the Creative Districts, and continue to inform and educate the community on local art and the prominence that Downtown has in local culture.

Focus groups suggested an opportunity for expanding the arts program beyond downtown to connect the identity of downtown to the river so that art can be used as 'the identity' of downtown. There is an opportunity to engage the local creative community and open the doors to more regional and international artists. Potential arts projects could range from small projects like murals, an artist competition for branding and wayfinding in downtown, or larger experiential art and sculpture, perhaps integrated into play equipment or iconic art for 'selfies'.

**Capitalize on regional assets.** Mesa County is rich with outdoor recreation and local agriculture. Downtown Grand Junction has the opportunity to become a "hub" for showcasing these assets and providing central access to them. The ease of access to the outdoors from downtown is a huge asset that can be improved upon. The confluence of the Colorado River, the local Lunch Loop trails, views of the Book Cliffs, Colorado National Monument and the Grand Mesa are natural resources just out the backdoor of downtown. These assets are attracting a new generation of residents to Grand Junction who want to take a



Figure 10 “Walk Your City” is a campaign to signage to important destinations to encourage people to get around by walking and biking,.



Figure 9 A wine bar in Napa connects the regional wine culture to downtown.

mountain bike ride on their lunch break and float the river on the weekends. Creating better connections to and from the river and popular trails by improving walking and biking routes is a key opportunity. Providing bike (or scooter) rentals throughout the greater downtown area can also make these opportunities accessible to tourists.

There is also an opportunity to bring the local agriculture into downtown beyond farmers market events. Mesa County is famous for peaches and vineyards, restaurants that highlight farm to fork or tasting rooms from local vineyards connect downtown as the hub of regional culture. In 2019, downtown received the first wine tasting room from Palisade.

**Make it easy to get into and around.** Downtown Grand Junction is about 5 miles off the Interstate corridor. This has its benefits as large ‘big box’ retail is often located with easy access to highways and not in downtown, where local, smaller-scale retail thrives. However, this can also create a challenge in capturing potential customers if people have difficulty finding their way downtown. The existing signage directing people from 1-70/Horizon Drive to downtown doesn’t visually catch the eye and is inconsistent, resulting in potential visitors of downtown getting lost or not going downtown at all. Pictures of ex downtown signage/ Picture of existing downtown maps.

Wayfinding within the downtown can also be improved, especially along the one-way streets where all signage is oriented to the cars. Small directional signage oriented to pedestrians and bikes with walking/ biking times or distances has a great value to encouraging people to walk to key destinations in the City. Picture of Walk Your City.

A quick win project, in partnership with the City, could incorporate a banners or new signage along of Horizon Drive. There are light poles along Horizon Drive and 7th Street that are unused, presenting an opportunity to create a banner program that would highlight downtown events or businesses. This would support the local businesses as well as create a visual pattern connecting to downtown. There is an opportunity to align this banner program with a painted crosswalk program or painted street signage in the same graphic family to reinforce the sense of identity and wayfinding.

A more comprehensive wayfinding study would offer a family of signage elements, from gateways to kiosks, to directional signage, that could be implemented throughout the City. The DDA could lead an effort to coordinate with GJEP and the Visitors Bureau to create a branding and wayfinding study that creates a sense of arrival to Grand Junction supported by a consistent visual identity throughout the City and helps to orient people on where they are and which ways to go towards key destinations, specifically downtown and the Riverfront. Included within this should be a pedestrian and bike signage plan that outlines pedestrian and bike scaled signage within the downtown.



# VIBRANCY

DOWNTOWN IS THE “THE HEART OF IT ALL” AS  
A 18 HOUR/7 DAYS A WEEK CENTER OF ACTIVITY  
FOR ALL AGES AND INCOME LEVELS.

**78%**

of survey  
respondents go  
downtown **1X OR  
MORE PER WEEK**



**87% For Dining**



**61% For Shopping**



**48% For Work**

**28%**

of comments  
would like to see  
**MORE DINING  
AND SHOPPING  
DOWNTOWN.**

**12%**

of comments  
suggest a need for  
**LONGER HOURS  
FOR BUSINESSES**

**Bring more people downtown.** People are more motivated to shop when it is a cultural experience. Until recently, retailers competed largely on quality, price and product availability, but now personalized touches and a high-quality experience plays an essential part in retail success. 78% of people surveyed stated they primarily go downtown for dining and drinks, and 58% for shopping. Still, 28% of people would like to see more options in downtown for shopping, dining and nightlife. A vibrant streetscape, at all times of day, and a diversity of shops that appeal to differing shopping and dining demands is essential to creating this Main Street experience in downtown Grand Junction.

The DDA is a conduit for information for downtown businesses and their special Downtown Projects and Programs serves to provide educational opportunities for businesses to support a strong retail environment. For example, Downtown created and established a marketing ‘co-op’ program in 2017 to provide Downtown businesses with the opportunity of a partnership with the DDA to market to the community. The DDA worked with a bus bench advertising company to place ads of businesses that bought into the marketing co-op. In 2019, the DDA will expand to create a social media marketing co-op is to keep evolving and growing the program. Additionally, the Downtown Gift Card was created several years ago, and is a successful program, with over 100 businesses and restaurants signed up. This service is provided at no cost to any business that signs up and allows for more advertising for each business that is included.

**Events are a huge draw.** Events are a creative way to activate downtown with a lot of people and support the local businesses. The DDA currently produces and supports ten events that bring visitors and residents to downtown and is also the permitting agency for any event that occurs Downtown. Currently, Downtown sees about ten annual events, marches, or parades that occur through a third party, including Cinco de Mayo, The Women’s March, Veterans Day Parade, and many others.

In 2019, the Market on Main will expand by opening a beer garden and incorporating a Summer Concert Series. In addition, in collaboration



Figure 11 Based on feedback, the farmers market is the ‘main reason people go downtown’ and/or peoples ‘favorite thing downtown’.

with Colorado Mesa University, during ‘Mav Month’ to encourage more students to come downtown.

However, shutting down Main is often a challenge to these events and can have an impact to property and business owners. There is an opportunity to explore additional spaces along Main Street. There was feedback from the public for a community plaza or event stage off Main Street or along Colorado. In addition, Las Colonias could provide a venue for increased programming if the connections are in place to support a synergy between Main Street and the River.

Future efforts of the DDA should develop a strategy for event management to encourage more leadership from the local community and businesses to take on event organization and production. This would allow the DDA to better focus their resources focus on development in the downtown and business vitality. The would also create more sense of ownership from the community around the events, leading to more successful events overall. The DDA and BID will continue to support event marketing and promotion

**Expand business hours.** 12% of all comment from the online survey noted a significant challenge to vibrancy in downtown is the limited business hours in the evenings and on weekends. When businesses noted reasons for not being open longer hours many stated that staffing was a challenge and that the demand for weekend hours isn't there. Limited business hours are a challenge among many small businesses who are often run by just 1 or 2 people and have a hard time staying open when the sales don't justify extended hours. This can be a challenging cycle, when people don't think stores are open, they will choose to go somewhere else, further justifying stores not opening. Another challenge is some of the established businesses are not looking to expand- they are comfortable with their business as it is. There is an opportunity to engage and support the newer businesses. Pop up business, such as the holiday Pop-up shop, is an example of having stores to showcase or explore different ways to market their goods as well as provide an avenue for new businesses to integrate into the downtown.

20%

of comments would like to see **MORE EVENTS** including live music and festivals

Events that The DDA produces are:

Downtown Restaurant Week (March)

Four Peaks Downtown Music Festival / GJ Off-Road (May)

Downtown Market on Main (June - September)

4th of July Parade (July)

Downtown Car Show (September)

Downtown Art Festival (October)

Spooktacular (October)

Downtown Tree Lighting (November)

Parade of Lights (December)



Figure 13 Larimer square in Denver is a retail destination for being a great street experience.



Figure 12 Brown cycles features a coffee shop inside.

Downtown businesses should work together on a strategy for expanding business hours that can be beneficial to all, recognizing it will take time to build the evening and weekend customer base. Weekends offer the best opportunity for capturing the highest amount of sales. Businesses should explore expanding business weeknight hours, starting by being open late during downtown events or one night a week. In addition, businesses will need to explore ways to diversify the product base to attract a different evening and weekend clientele than weekday shoppers. Successful commitment to increased hours throughout all Main Street businesses will be the start of a positive cycle; better local shopping, more people thinking local, more sales captured, more repeat sales earned, more prosperity for business, more prosperity in the community.

**Capture a diverse set of shoppers.** Demographic and market studies demonstrated a significant amount of wealth outside the downtown area that could be attracted to spend more time, and money, in downtown. In addition, because Grand Junction is the economic center of the Western Slope, regional shoppers are an important clientele in the downtown. Local and regional demographics suggest that 20 to 30 year olds early in their careers, young and established families, as well as retirees frequent the downtown.

Downtown needs to adapt in order to support the diverse wants and needs of people of all ages and incomes. As a part of bringing a more diverse clientele downtown, an effort should be made to be more inviting to a broad customer base, including college students as a way of integrating campus life into downtown. The DDA can support local businesses as a partner. Programs bring education and partnerships to help support businesses be successful. An example would be connecting and helping create a system for businesses to co-share spaces to help support a customer base and shared business expenses. Some examples already exist downtown such as the bike/coffee shop and the beer brewing/florist shop.

**Activate streets and alleys.** Engaging streets interact with the buildings along it, creating a great pedestrian experience. This is accomplished through active uses such as shops, cafés, businesses or community facilities being located on the ground level of buildings with windows and doors facing the street. This also contributes to a sense of safety by creating more “eyes on the street.”

In addition to activated streets, Grand Junction has an interesting network of alleys and breezeways that have the potential to be unique spaces in the downtown and expand the experience beyond Main street. Alleys could be activated by encouraging art on the wall, backdoor entrances to shops, improved paving and enhancing the spaces between buildings to create a connection to Main Street.

**Funkify Colorado Avenue.** Public input suggested that Colorado Avenue is a 'cool, funky street' with a low key, authentic vibe in the downtown. Currently, Main Street expands from east to west, with limited north to south street activity. There is an opportunity to expand the Main Street experience to include Colorado Avenue by promoting infill development and retail expansion to the south of Main Street. Colorado already has some of the infrastructure of Main Street, including bulbouts, sidewalk improvements and parking. Additional bike parking, public open space and art along the street could encourage more people to experience Colorado.

Expanding activity beyond Main street creates more opportunities for unique types of development that will create a diverse experience and meet the needs of a wider clientele. Colorado is a great street for encouraging new businesses along Colorado or relocating existing businesses that are currently along Main Street with ground level retail storefronts dedicated to office space. This strategy could focus shops and dining along Main and encourage other types of active frontage, such as office and residential to expand along Colorado. This would also be a great location for pop up shops or an "ArtLine" project similar "40 West ArtLine" in Denver which is focused on an interactive walking and biking art experience.

**Create more outdoor public spaces.** Improvements outside of the shops help activate the street as well. Public input suggested a desire to see more outdoor seating to activate Main street in downtown. 17% of suggestions from the community for improving downtown focused on increasing pedestrian gathering spaces including more café seating, more kid friendly activities and more comfortable spaces to hang out. Increased greenspace in communities has been linked to improved health and wellness, increased public safety and increased property values.

There were a number of creative suggestions for improving public spaces in the downtown. There is an interest to identify a location for a town square

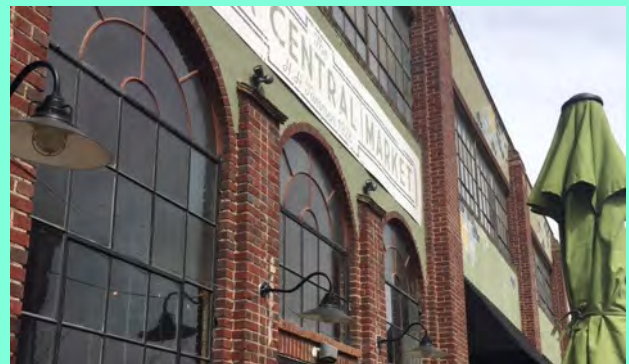


Figure 15 Murals on the Walls in an active alley in River North, Denver Arts District.



Figure 14 The ArtLine

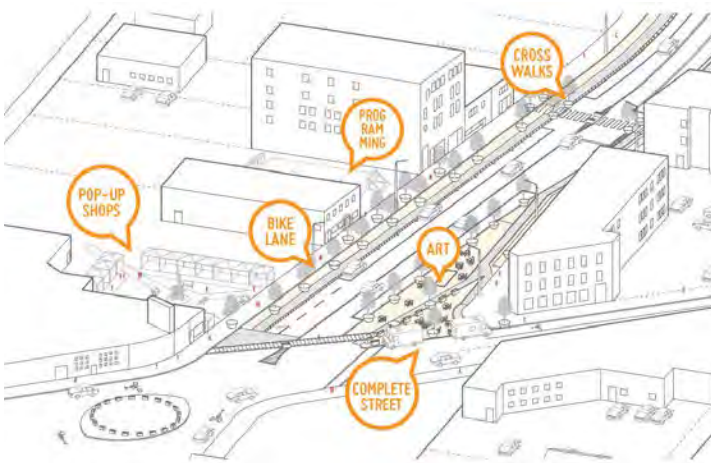


Figure 16 Better Block Project Concept



Figure 17 Grand Junctions First Parklet

or central plaza. A central gathering space could have a stage that can be used for music events and community gatherings, a playground for kids activities and/or to locate a Christmas tree at the holidays. There is an opportunity for improving downtown with beautification such as more planters, landscape and shade trees along sidewalks with more benches and places to sit to make walking more comfortable. There were also a number of suggestions about more pedestrian access to river and more park spaces along river with benches and picnic tables.

One suggestion that came up frequently in the community survey was to close off Main Street as a pedestrian mall. While the suggestions point to Pearl Street in Boulder and 16th Street Mall in Denver, these examples tend to be the exception, not the rule. When a street is closed to cars vacancy rates along the mall increase, and retail mix deteriorates. The retail tends to shift from destination goods to convenience stores and the mall can become an uncomfortable and threatening environment. Some reports suggest as many as 85% of pedestrian malls are reintroducing cars because of these issues.

The better block project educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods. Projects encourage safe, inclusive, and active spaces in the community.

2018 was the year of the first parklet downtown which was generally positively received. Further process could be explored to incorporate shade for the hot summers, more landscape and encourage a more community-based process for how local residents and business owners can incorporate this type of public space along the street.

**Increase food access downtown.** In December of 2018, the City Market at First Street and Rood Ave. was closed. A significant amount of input was received from the community about a need for a grocery store in the downtown. Many people stated there is a shortage of conveniences downtown and City Market was the only option for a 'quick lunch' or for 'a quick run to the store' for people working downtown. From a market perspective, in order to support a larger grocery store, more people are needed living, working and shopping in downtown.

Alternative locations for an urban grocery store, such as or the Amazon Whole Foods model, or smaller scale community market, such as the Denver-based Marczyks, could be explored that may capture more customers or require a smaller customer base to succeed. Currently, a small upscale convenience 'grab and go' store expressed interest as potential addition to the downtown.

Sites along 7th street or along Colorado would provide better access to people living and working downtown and to capture future market potential from Las Colonias. As more people live downtown the demand for a food access will increase and further support the need for either a grocery or smaller local market. Another strategy could be an emerging trend for food halls, which grew by 37% in 2016, and could provide mid-range quick food options and activate a larger ground floor industrial building in the Rail District that can bridge the downtown and river districts.



# DOWNTOWN DEVELOPMENT

DOWNTOWN OFFERS A DIVERSITY OF QUALITY HOUSING CHOICES FOR ALL PRICE POINTS TO BRING MORE PEOPLE TO LIVE, WORK AND PLAY DOWNTOWN.

**Build out other areas of downtown.** While Main Street is how most people identify downtown, most people in the community do not think of the Rail and River Districts as part of downtown. The community expressed a need to create more of a sense of place in the Rail District and connect to the up-and-coming River district. Since Main Street is already a very successful part of downtown, there is an opportunity to focus future development infill opportunities in the Rail and River District. The River District has captured recent momentum for redevelopment at Las Colonias Park, the Sugar Beet Building and along the riverfront. However, existing industrial uses, manufacturing and active rail yards in the Rail District creates a barrier between the river and the Central Business District.

The Rail district is an important bridge to connect the River and Downtown. Redevelopment should focus on the core downtown and along the Riverfront. Over time, market demand will begin filling in the space between. Infill development in this area will be incremental and will need to be compatible with existing uses. There is an opportunity to explore experiential development concepts such as co-working spaces, maker districts and food halls in the Rail District as a strategy to activate the area. The existing large footprint buildings present opportunities for shared uses such as artist spaces, local food markets, woodworking shops, bakeries, brewpubs, and co-working spaces.

**New development should be incremental.** Incremental development is a planning concept that growth doesn't happen all at once, but incrementally over time. The strategy focuses on small sites with projects that are of the scale and context of the existing neighborhood. A small business can become a developer by owning their own building and adding housing above or by transforming a garage to additional units (ADU) or even building a new structure within an underutilized part of the property. A landowner of a vacant property can transform the space by introducing food trucks and around a small green space to activate the land and make it revenue producing. With success over time, there may be an opportunity to transform a mobile food truck to a brick and mortar restaurant. This model of development works

## 27%

of survey respondents not currently living downtown would like to.

Reasons for not living downtown include...

- Quality of Homes
- Cost of Homes
- Limited Inventory
- Need more space



**Median Home Price  
In Mesa County: \$225,000**



**71%** of residents own their home in Mesa County  
**29%** of residents rent their home in Mesa County



Figure 18 Incremental development and infill is tangible for small, local urban developers—and even a tiny development can build value and contribute to community.

particularly well in working with neighborhoods, such as the Rail District, with existing infrastructure close to the downtown, to make the neighborhood more livable for more people.

**People are interested in more active uses downtown.** Infill development focuses on the reuse and repositioning of underutilized buildings and sites within an existing urban setting. A key benefit of infill is that because it takes place in existing neighborhoods, it reduces the need for expensive new public infrastructure while infusing new activity into the area. Infill development in the downtown would capture the growing demands of millennials and empty nesters for walkable urban living. Another benefit of infill development is that it can result in a critical mass of people living downtown that sustains and positively impacts local businesses while contributing to the overall vibrancy of the community.

Public input demonstrated a community interest in seeing infill development along 7th Street and throughout the Rail District to activate this part of town, make it more comfortable and create a vibrant connection to the river. One community member described this as a ‘mixed, new urban area’. Multiple comments suggested looking at the River North District (RiNo) in Denver as an example with working artists studios, small scale breweries, eateries as well as greenspaces. Another area of downtown where comments suggested a need for increased development and activation is the area around the Train Depot and Whitman Park. There was also significant amount of input about transforming the old City Market site on 1st avenue back to a grocery store or to provide an infill housing development.



Figure 19 Incremental Development Transect



Figure 20 All of the shops in a Maker District support the idea of “making the products being sold”

**People want to live downtown, but are lacking options.** Communities like Grand Junction with a strong mix of housing and commercial properties are well positioned to make gains from these previously mentioned demographic shifts. By almost all accounts, the residential market in downtown Grand Junction is robust, thriving and extremely tight. 35% of people surveyed who do not currently live downtown stated that they would like to. Reasons provided for not living downtown included that options for housing were limited, that the available housing was too expensive and the quality of the housing required significant renovation to make it desirable.

A way to meet this emerging market is through Missing Middle housing, which refers to a wide range of multiunit housing types, such as accessory dwelling units (ADUs), townhomes, bungalow and courtyard apartments, and live/work apartments. Missing Middle housing is typically no more than two or three stories high and is developed in existing neighborhoods where it is possible to walk to shops, restaurants, cafes, markets and even work.

Survey respondents and Public Meeting attendees expressed an interest in providing more residential units above retail throughout the downtown. Comments also suggested a need for more affordable, midrise housing throughout downtown including condominiums, apartments and townhomes. Missing Middle housing is an excellent strategy for creating more homes within historic neighborhoods that were originally developed as single-family, like the residential areas in Grand Junction’s downtown district, because they



Figure 21 Missing Middle Housing Transect

We asked  
you...

## WHAT IS YOUR FAVORITE BUILDING DOWNTOWN?

and you told us...



#1 The Train Depot



#2 The Avalon



#3 Blue Moon

are designed to fit the existing character. One example is creating multiple smaller units from a large existing single-family house. This redevelopment strategy can result in the increase of the supply of affordable housing options for middle income households in the downtown core while not changing the rich historic character of the area.

As communities work towards increasing the supply of affordable housing in their communities, the first step is to evaluate the current zoning that is in place and to determine whether it is flexible and dynamic enough to allow for slightly increased number of units per acre. Within the City of Grand Junction, however, zoning codes are generally more flexible since residential uses are allowed in commercial zones; commercial uses are allowed in industrial zones; and, industrial uses are allowed in commercial zones. An analysis of residential zoning regulations within DDA boundaries should be conducted to determine the feasibility of accommodating a range of housing typologies under existing code. The extremely tight residential market that currently exists downtown coupled with additional unmet demand from millennials and empty nesters could be solved by slight modifications to the zoning code.

**Preserve historic character.** The architecture of downtown and surrounding neighborhoods is part of what gives downtown Grand Junction its unique, historic character. Future development should be context sensitive and match the existing character of the surrounding neighborhoods. Adaptive reuse is a strategy that preserves obsolete or vacant historical buildings while reusing the original structure for a new purpose. This provides powerful story-telling to future generations and visitors while protecting a distinct architectural identity that positively impacts the community. The recent reuse of the R-5 school building site that will be complimented by new townhomes is an example of how the DDA is committed to this strategy. The White Hall church site is another example, which includes a three-story education annex constructed in the 1950's and was identified in the 2015 Downtown Grand Junction Housing Study as a key opportunity for reuse. Historic preservation is often a challenge as construction costs are significantly higher. To encourage adaptive reuse of historic buildings, the DDA and City can partner to help offset these costs by to reducing or defer fees and assisting with building procurement.

Public input from the Open House identified some historic buildings that characterize downtown. At the top of people's list is the Grand Junction Train Depot, which has been vacant since the 1980's. Other sites that were identified as having historic value to the community include the Sugar Beet Mill building, dating back to 1899 and Stranges Grocery, built in 1909. Stranges Grocery, a two-story sandstone building was listed on the National Register of Historic Places in 2013.



# CONNECTIVITY

DOWNTOWN IS CONNECTED TO LOCAL DESTINATIONS AND OUTDOOR AMENITIES THROUGH SAFE PATHWAYS FOR BIKES AND PEDESTRIANS.

**Connect downtown to the river.** Connection from downtown to the river is an important theme that has emerged from public outreach. There are some significant physical constraints to overcome such as active railroads and railyards, existing industry and manufacturing and an incomplete street network that creates challenges for connecting downtown and the river.

Focus group meetings, previous studies and community input all suggest that 7th street is a key connection from downtown to the river for retail development. 9th Street is also an important connection and has been identified by focus groups as a more pedestrian and bike friendly street. The Greater Downtown Plan outlines improvements for these streets and encourages connecting the grid along 9th Street through the Rail District. Development and infill that creates an active street with comfortable places for walking and biking should be encouraged along these corridors.

One suggestion that arose from a focus group was to create a linear park for pedestrian and bikes along 8th Street connecting downtown to the river. 8th Street is currently disjointed, with the roadway starting and stopping along the north-south axis, so it does not serve as an important vehicle connection, yet the historical right of way remains. A green parkway could be developed incrementally and serve as a strategy for reconnecting the grid and serve as a corridor for connecting existing workers in the district to goods and services in downtown. This kind of bold project could be a catalyst for infill development in the area.

**The role of streets in downtown.** Streets in the downtown play an important role in getting people where they would like to go, whether it is a favorite restaurant or a downtown show. Downtowns should be comfortable and safe for pedestrians, bikes and cars.

In Grand Junction, 4th and 5th streets and Ute and Pitkin are one-way streets which make it easier and faster for cars to get through downtown. During the WALKshop, participants noted the increase

**51%** of comments would like to see more bike lanes and bike racks.



**40%** of comments think parking is a concern downtown.



73% of people drive to downtown



20% of people walk downtown



7% of people bike downtown



Less than 1% take public transit

## SHARE THE ROAD

Bicyclists should be expected on all streets and roadways within Colorado except those where their use is prohibited.

Bike Colorado outlines the Bicycle Rules of the on the road as follows;

- Be courteous, share the road and obey all traffic laws, signs and signals.
- Ride on the shoulder (if one exists) or on the right side of the road
- You may ride two abreast when doing so does not impede the flow of traffic. Ride single file to allow vehicles to pass.
- When riding curving canyon roads without bike lanes or shoulders, play it safe and ride single file.
- Signal turns for 100 feet in advance, unless you need both hands to brake or control your bicycle.
- You may use either arm to signal a right turn. Either point to the right or raise your left arm in an "L" shape.
- At night, ride with a white front light and a red rear light or reflector.
- Yield to pedestrians.



Figure 22 Existing bike lane on 12th Street.



Figure 23 Bike racks and shared bike infrastructure.

noise and speed of cars made walking along the one-way streets less enjoyable and feel less safe than on the adjacent two-way streets. This is typical of one-way streets in downtowns which often operate below capacity and create swaths of empty pavement, create high speed, noisy roadway conditions that do not support a vibrant and walkable downtown district. Re-examining these roadways can be an opportunity to increase pedestrian and bike infrastructure as well as parking to reduce traffic speeds and increase the street as a public space in downtowns.

**Connect downtown to campus.** The University is an important driver of growth, providing a talent pool for employers and supporting the local economy. Students represent about 15% of population of the City of Grand Junction, and are an important part of the community. In addition, much of the faculty and staff live in close proximity to campus. This student population is an important influence in the downtown and has differing transportation needs than previous generations. Many prefer walking, biking and the use of public transportation over driving, making these types of connections between campus and downtown a high priority. There is an existing bike lane on 10th Street that dead-ends at campus. The Dash shuttle launched in March 2019, connecting campus and downtown.

Future projects should prioritize attracting students to downtown. Along 12th Street on campus is a separated bike lane frequently used by students. Expanding this along 12th Street to downtown and connecting to an east-west route along Main or Colorado is a key opportunity. Further expanding the bike and pedestrian connection with a bridge over the railroad to D Street presents a great opportunity of connecting the campus to the river.

**Provide better bike infrastructure.** During the past two decades, cycling has increased in the United States with the number of bike commuters rising by 64% from 1990 to 2009. Studies show, people are more likely to bike as their level of comfort increases. These comfort factors include feeling safe while biking and understanding of the bike

## KEY STREET DESIGN ELEMENTS



**Streetscape Amenities:** Art and sculpture is a fun, beautiful way to introduce placemaking into the street, resulting in a pedestrian-friendly place.



**Lighting & Shade:** Street trees and benches along sidewalks provide shade and respite. Lights minimize dark and unseen spaces to increase comfort.



**Active "Window Shopping" Zone**  
First floor activity will increase visual interest and promote walkability. Active and interesting sidewalks encourage walking and help keep pedestrians safe.



**Signage:** Maps oriented to pedestrians and bicyclists that highlight time to reach key destinations help people feel at ease about walking and biking.

routes. 51% of survey responses suggested a need for better bike infrastructure including more lanes and bike racks.

There is a great bike path system that connects through the valley that could be better communicated through signage. However, existing bike infrastructure in downtown struggles with disconnected paths that end abruptly. Specific areas that struggle is 1st street, connections across the railroad to access the River Trail system and connections across Grand and North Avenues. Other challenges noted were that biking at night was difficult due to the lack of street lighting along designated bike routes. With the focus on bringing the outdoor recreation industry into downtown, a connected bike system, with separated bike lanes when possible, and multiple points of connection from downtown to the River Trail is needed. From the River Trail, cyclists can connect to a greater trails system including the Lunch Loop trails and Palisade. The Urban Trails Committee is working on a comprehensive bike plan with signage for the City and should be a partner in developing a connected system. The DDA could help fund a study to coordinate Urban Trails and City engineering projects and incorporate messaging, tie to identity, wayfinding, branding and promotions.

**Improve pedestrian infrastructure.** Dated street design can have a negative impact on how people experience a place. Some areas of downtown, such as Main Street, have a very comfortable walking environment. However, off Main Street, and especially in the area around Whitman Park,

| Why Doesn't the Street Feel Safe?                            | Design Elements That Can Help                                                                                                                                                  |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| There is no buffer between pedestrians and moving traffic.   | <ul style="list-style-type: none"> <li>On-street parking</li> <li>Sidewalks</li> <li>Street trees</li> </ul>                                                                   |
| The condition of the sidewalk is not meeting                 | <ul style="list-style-type: none"> <li>ADA ramps</li> <li>Sidewalks</li> </ul>                                                                                                 |
| Pedestrians cannot comfortably cross the street.             | <ul style="list-style-type: none"> <li>Curb extensions</li> <li>Pedestrian refuge islands</li> <li>Crosswalks</li> <li>Mid-block crossings</li> <li>Traffic signals</li> </ul> |
| Bicyclists are riding on the sidewalk instead of the street. | <ul style="list-style-type: none"> <li>Bicycle lanes</li> <li>Separated bicycle lanes (cycle tracks)</li> </ul>                                                                |

Figure 24 Safety—both real and perceived—is critical to a successful downtown street. People will not walk or bike on a street that feels unsafe, even if there hasn't been a history of pedestrian or cyclist crashes there.



**Bump Outs/Curb Extensions:** Curb extensions make pedestrian more visible at intersections by reducing crossing distances and improving both pedestrian and motorist sight lines.



**Mid-Block Crossings:** In the appropriate locations, mid-block crossings provide safe, visible locations for pedestrians to cross the street away from intersections.



**Crosswalks:** Marked crosswalks direct legal pedestrian movements to desirable and safe crossing points to reinforce pedestrian right-of-way at intersections and enhance safety and visibility.



**Refuge Islands :** Refuge islands provide a protected area for pedestrians in the middle of the street to help people cross four or more lanes of traffic.



Figure 25 Dated street design can have a negative impact on how people experience a place. Design elements, such as curb extensions, ramps, street trees, furnishings, signage and bike lanes make a street safe and comfortable for all users.

there is a need for safety improvements such as better lighting, improved crosswalks and better quality sidewalks. Some people noted attached sidewalks increasing the sense of exposure to vehicles traveling at high speeds, the orientation of the pedestrian crosswalks, debris such as gravel and garbage on the sidewalks and limited visibility from alleys contributing to a feeling of discomfort walking downtown.

More active streets encourage walking by creating a more comfortable experience. Design elements, such as curb extensions, ramps, street trees, furnishings, art and signage make a street safe and comfortable for all users. Lighting and activity on the street is important for feeling safe in the downtown. Specific intersections for potential improvement include Colorado and 3rd Street, 5th and Main, 4th and Main, all the intersections along Grand Avenue and the roundabouts. Some short term, low cost strategies could be explored as pilot projects at specific locations to encourage more walkable spaces such as painted crosswalks, parklets or temporary moveable planters.

**More options for public transit.** Survey data indicates that most people drive downtown, then park and walk around Main Street. Census data and survey data support that less than 1% use public transit. Routes don't run frequently enough to be reliable and the system does not expand far enough to be useful to commuters. There are no park and ride locations. As of March, 2019, the DDA in partnership with GJEP launched the The Dash, a free local shuttle that will connect downtown to CMU campus and the riverfront. This may potentially influence the dynamic of transit in the downtown and connecting to campus and the river. If this pilot project is successful there are opportunities to expand the service and increase the availability of times available.

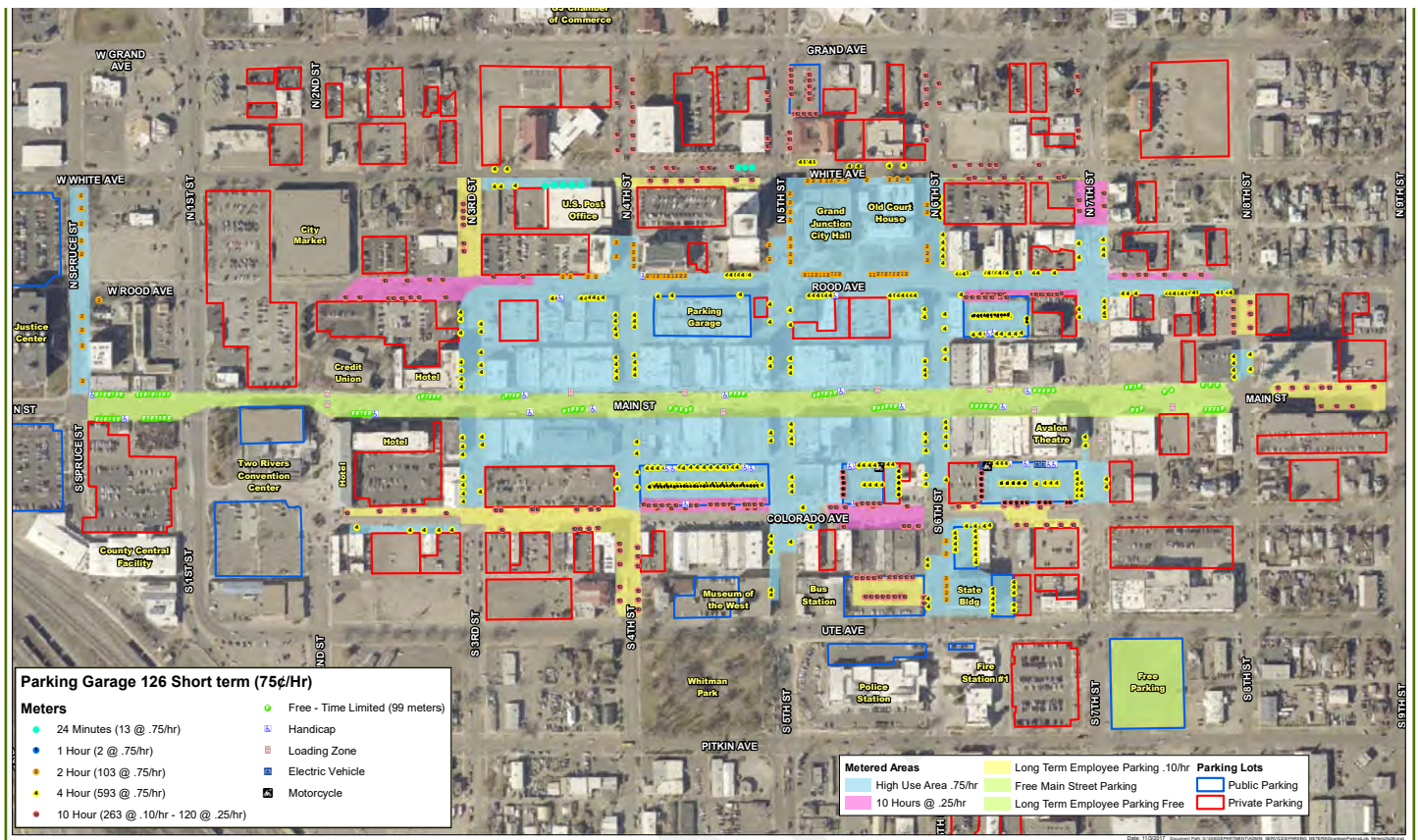


Figure 26 Downtown Parking Map

**The perception of parking.** Downtowns need the right amount of parking, in the right places, to thrive. Too much parking takes up valuable space that could be generating revenue for downtown and instead creating voids that discourage the activated streets needed for a vibrant downtown. Insufficient parking can create traffic congestion and create challenges for accessing local businesses. Downtown currently has a supply of garage parking, on street and public parking. Much of the input received revolved around a community desire for free parking downtown and more parking downtown. Another challenge noted by local businesses was the need for employee parking. Since public transit does not support a commuter culture, most employees drive but don't have a place they can park for eight hours a day. Improvements to transit and bike infrastructure could incentivize alternative modes of transit and off-set some of the parking demand.

Some strategies such as a parking audit, shared parking strategies and improving signage to existing public parking lots could help to improve the perception that there is not enough parking downtown. Advances in parking technology could also be explored. For example, Grand Junction does have an existing app for parking downtown that could be expanded to show where parking is available to simplify the parking and save visitors time and money.



# SAFETY & COMFORT

DOWNTOWN IS SAFE AND COMFORTABLE  
ENVIRONMENT THAT IS WELCOMING TO ALL.

## KEY TERMS:

“Eyes on the Street”

People feel safe when there are “eyes on the street.” This means that people are present to see the activity that is going on there. This can be encouraged by creating streets where people feel comfortable spending time. Buildings also promote “eyes on the street” when they are oriented to the street (not separated by parking or expansive landscaping) and have plenty of windows.

“Broken Windows Theory” suggests that one ‘broken window’ or nuisance, if allowed to exist, will lead to others and ultimately to the decline of an entire neighborhood. Neglected and poorly maintained properties could solicit criminal activity.

**Sense of comfort in the downtown.** The top concern in the downtown raised from public comments is on the issue of homelessness and issues that surround homelessness such as panhandling, access to restrooms, and the perception of safety. Visitor surveys noted a concern for homelessness in the downtown. Local businesses struggle with restroom access and people sleeping on the thresholds which has a negative impact to their businesses. One of the reasons why people choose not to live downtown is because of homelessness and sense of safety. This is an important issue and is having a big impact on downtown. However, homelessness is a national concern, and this process needs to be realistic that it cannot solve issues of mental health, housing costs and loss of support networks that are some of the reasons that impact homelessness on a national scale. In addition, this is a sensitive issue and should be met with compassion for a segment of the Grand Junction community that is struggling.

There are a number of strategies that can increase the perception of safety and minimize negative behaviors in the downtown. Crime Prevention through Environmental Design (CEPTD) is based on the premise that the design of our environment directly affects our behavior. It influences both the opportunities for crime to take place and our fear of crime. This has an important impact on quality of life. Many of these strategies revolve around increasing activity on the street to create a culture of co-existence with the homeless community. The more people that are around the safer people feel about their environment.

In 2018, the Grand Junction Police Department applied for a grant to improve the alley between the parking and Main Street that was notorious for loitering and criminal activity. Since the redesign, which eliminated benches, increased lighting and heightened visibility, the GJPD has seen a significant decrease in criminal activity in this area. Similar strategies could be explored in other problem areas, specifically Whitman Park and the alley connection to Main Street adjacent to the Avalon.

# CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Crime Prevention Through Environmental Design (CPTED) is based on the premise that the design of our environment directly affects our behavior. It influences both the opportunities for crime to take place and our fear of crime. This has an important impact on the quality of life.

## STRATEGY #1: NATURAL SURVEILLANCE



Lighting



Increase visibility and activity in hard to see spaces

## STRATEGY #2: SENSE OF OWNERSHIP



Maintenance: "Broken Windows Theory"



Maintained landscape & signage

## STRATEGY #3: ACTIVITY



Street Activity "Eyes on the Street"



## STRATEGY #4: ACCESS CONTROL



Large windows promote casual supervision of the sidewalk.  
Porches and sidewalk encourage interaction between neighbors.  
Paving and architectural treatments define public and private zones.

Small-scale on street lighting.

Low landscape and fences define property lines without creating hiding spaces.

There are currently two full time safety enforcement officials in the downtown that perform enforcement as well as connect people in crisis to services. According to local service providers, there are approximately 700 homeless people in downtown, most of whom are local residents of Grand Junction. Concentrating services is an important part of successfully bridging care for getting people into safe housing situations.

### Enforcement to engagement.

Some ideas expressed in focus groups suggest shifting from in the downtown through volunteering and outreach to break down barriers and stigma around being homeless. In the past, there was a program for a downtown ambassador, which included volunteers to point people in the right direction that could be reinstituted. Potential projects should include options to provide a safe access to bathrooms and places to store personal items are essential for the dignity of homeless individuals and helps to alleviate problem behaviors on Main Street.

While these strategies may alleviate some of the issues, the most cost-effective way to reduce needs for services and increase safety for all in the downtown is to provide housing. National legislature suggests communities adopt a Housing First approach that emphasize permanent housing, with the right level of services, as the goal for people experiencing chronic homelessness.

**3.2 WHATS NEXT?** These Big Ideas do not work in a silo but rather overlap and work together to support an overall vision of creating a more vibrant downtown Grand Junction. As such, the next steps will unite what has been learned from the market and community input and the potential strategies outlined above to develop ideas and actions to guide the Plan of Development. These Big Ideas guide the long range vision and the strategies for action provide on the ground change over 1,3,5 and 10-year horizons. Specific strategies that have developed that will be explored in greater detail are;

### VIBRANT TOGETHER DESIGN WORKSHOP

On April 30-May 2 there will be a 3-day design workshop. The purpose of this workshop is to refine strategies to achieve the goals of the Vibrant Together Plan of Development for creating a more vibrant downtown. The workshop will engage the Community Builders team, the project management team, local consultants, the Community Action Team and the DDA Board to explore ideas for downtown, discuss and refine the concepts developed based on feedback and to share outcomes at a final Public Open House.

Over the three days, the teams will explore strategies for downtown and discuss them with specific stakeholders through focus groups. Each morning will start with a strategy session to outline objectives for the day, and each evening will host a review and discussion of the ideas and strategies developed, either internally, with the DDA/CAT or with the Public. The work sessions are a place for developing ideas through an iterative process through of questioning and problem solving. The PMT, CAT and DDA are welcome to drop in to discuss ideas and projects that are being worked on. Through a collaborative cycling of ideas, the goal the outcome is a draft strategy for achieving the goals of the POD.

#### 1. Connecting downtown to the river

- Bring more activation of uses into the Rail District.
- Develop a comprehensive strategy for a complete, connected bike network from CMU, through downtown, to the River.
- Build safe, active and walkable pedestrian corridors with safe crossings, active street frontage and streetscape amenities.
- Incorporate art into wayfinding, trail corridors, open space to connect to the cultural history of Grand Junction including experiential and interactive art pieces that highlight recreation and agriculture.

#### 2. Creating a safer, more active downtown

- Bring more, and different, people downtown to activate the streets at most times of day by increasing businesses vitality and increasing retail mix.
- Provide opportunities for food access in the downtown to support existing residents and office workers as well as for future residents who desire goods and services in walking distance.
- Create more of a vibe in downtown by expanding the energy beyond Main Street to activate the alleys and breezeways, Colorado Street and increasing the opportunity for public spaces to hang out in downtown.

#### 3. Increasing housing and retail opportunities in the downtown

- Look at opportunity sites and project feasibility for missing middle and incremental development opportunities throughout downtown.
- Explore infill opportunities that create a synergy between the arts and culture of downtown, existing manufacturing in the Rail District, and outdoor recreation amenities of the River District.
- Preserve the historical character of Grand Junction through adaptive reuse of historical buildings and integrating contextual architectural elements.





## 4 MARKET CONDITIONS

Understanding current trends and market shifts in the downtown assists in making informed decisions around planning and policy. While the future is always an unknown, markets can shift and change, a keen understanding is needed for how economic growth has affected development in the downtown and how current shifts in the market can inform future growth. This information was gathered utilizing ERSI data from the American Community Survey (ACS 2013-2017).

The following chapter will outline details to support market trends in downtown Grand Junction.

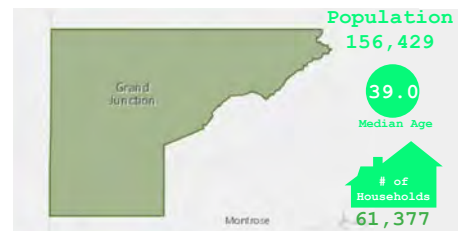
- Demographics
- The Residential Market
- The Retail Market
- The Office Market

**4.1 WHO LIVES DOWNTOWN? DEMOGRAPHICS** Since 2000, Grand Junction's population has steadily been growing younger both on a citywide and a downtown level (Figure 2.1). Census data shows that the average age downtown is 32.9 compared to 38.8 and 39 in the City and metropolitan area of Grand Junction. Two trends are at play here. The first, the trend of millennials, defined as young, early 30-somethings, who are choosing to live downtown either in apartments or in smaller homes rather than suburban, single-family homes. A second notable trend considers emptynesters, households who are 55-year and older who are seeking to downsize from their suburban single-family homes who are increasingly viewing downtown living as a convenient and stimulating alternative (Figure 26 and Figure 27).

| Median Age from 2000 to 2017    | 2000       | 2017       | 2000-2017 Difference |
|---------------------------------|------------|------------|----------------------|
| Downtown Grand Junction – 81501 | 34.1 years | 29.8 years | -4.3 years           |
| Grand Junction City             | 38.8 years | 35.9 years | -2.9 years           |
| Grand Junction MSA              | 38.1 years | 38.9 years | +0.8 years           |
| Colorado                        | 34.3 years | 36.5 years | +2.2 years           |

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

From 2000 to 2017, the median age of the city's population decreased 2.9 years from 38.8 years to 35.9. In the 81501-zip code in downtown Grand Junction, the median age has been decreasing even faster. From 2000 to 2017, the median age declined from 34.1 years to 29.8,



## DOWNTOWN



### WHO ARE SOME OF THE PEOPLE THAT LIVE DOWNTOWN?\*



- College Educated, Single, Early-30s
- Live in apartments or small homes
- Work in service industry, admin, office
- Enjoys live music, nightclubs
- Shops at Walmart and discount stores
- Owns a used car



- College Educated, Single, Late-30's
- Works in professional or service industry
- Volunteers, fundraises and recycles
- Enjoys a movie a home
- Views cars for transportation only



- College Educated, Single, Late-30's
- Works as a professional or in management
- Travels frequently
- Enjoys books, magazines and NPR
- Eats organic foods and values 'going green'

\*Top profiles according to ESRI Business Analyst

## THE CITY



### WHO ARE SOME OF THE PEOPLE THAT LIVE IN THE CITY?\*



- College Educated, Single, Late-30's
- Works in professional or service industry
- Volunteers, fundraises and recycles
- Enjoys a movie a home
- Views cars for transportation only



- College Educated, Single, Early-30s
- Live in apartments or small homes
- Work in service industry, admin, office
- Enjoys live music, nightclubs
- Shops at Walmart and discount stores
- Owns a used car



- College Educated, Married, Dual-Income Middle Age
- Works as a professional or in management
- Active investors
- Drives a late model SUV or luxury car

\*Top profiles according to ESRI Business Analyst

## THE REGION



### WHO ARE SOME OF THE PEOPLE THAT LIVE IN THE REGION?\*



- College Educated, Married, Mid-30's
- Works in professional or service industry
- Buys children's toys and clothes
- Enjoys hunting, fishing, bowling and baseball
- Drives an SUV or truck



- College Educated, Married, Dual-Income Middle Age
- Works as a professional or in management
- Active investors
- Drives a late model SUV or luxury car



- College Educated, Married, Dual-Income Middle Age
- Works as a professional or in management
- Are members of a veterans club or charitable organizations
- Do home improvement projects
- Drives a SUV or truck

\*Top profiles according to ESRI Business Analyst

a decrease of 4.3 years. On the contrary, the median age for the Grand Junction region, or Metropolitan Statistical Area (MSA) which includes all of Mesa County, increased slightly from 38.1 years in 2000 to 38.9 years in 2017, a gain of 0.8 years. From 2000 to 2017, the median age of Colorado increased by 2.2 years from 34.3 years to 36.5 years.

| Percentage of Empty Nesters from 2011 to 2017 | 2000  | 2017  | 2000-2017 Difference |
|-----------------------------------------------|-------|-------|----------------------|
| Downtown Grand Junction – 81501               | 23.5% | 20.2% | +1.8pp               |
| Grand Junction City                           | 26.5% | 27.2% | +1.3pp               |
| Grand Junction MSA                            | 24.5% | 27.5% | +3.7pp               |
| Colorado                                      | 17.5% | 22.4% | +3.3pp               |

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Despite a significant decrease in median age in the 81501-zip code in downtown Grand Junction, the overall percentage of empty nesters, defined as residents aged 55 years or older, began to increase starting from 2011, despite a longer term decrease since 2000. The overall percentage of empty nesters in the 81501-zip code in downtown Grand Junction grew from 20.2% in 2011 to 22.0% in 2017, an increase of 1.8 percentage points. This reflects a broader trend of an overall increase in the percentage of empty nesters throughout the city, region and state from 2000 to 2017.

In general, the people living in the downtown have less disposable income and a lower net worth than the City or metropolitan area of Grand Junction. Reasons for this could include the smaller population of downtown residents with a more concentrated population of students and the younger demographic profile that has not yet established significant savings. However, this suggests a need to bring people from the City and region into downtown in order to support local shops and restaurants.

| Median Disposable Income        | 2018     |
|---------------------------------|----------|
| Downtown Grand Junction – 81501 | \$33,422 |
| Grand Junction City             | \$43,686 |
| Grand Junction MSA              | \$47,757 |

Source: 2019 ESRI MarketPlace – Median disposable income in Mesa County and Grand Junction is 42.9% and 30.7% higher, respectively, than in the 81501-zip code in downtown Grand Junction.

**4.2 WHAT IS HOUSING LIKE IN DOWNTOWN? THE RESIDENTIAL MARKET.** Housing within the 81501-zip code in downtown Grand Junction has performed above the overall markets in both the city and Mesa County. Since 2011, vacancy rates for both rental and for-sale housing continue to decrease while home values and rental rates continue to increase at higher rates than both the city and the county.

| RENTAL VACANCY RATES            | 2011 | 2017 | 2011-2017 Difference |
|---------------------------------|------|------|----------------------|
| Downtown Grand Junction – 81501 | 4.8% | 1.9% | -2.9pp               |
| Grand Junction City             | 4.6% | 2.1% | -2.5pp               |
| Grand Junction MSA              | 3.3% | 2.6% | -0.7pp               |
| Colorado                        | 7.1% | 4.8% | -2.3pp               |

Rental Vacancy Rates. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

In 2017, the vacancy rate for rental housing in the 81501-zip code in downtown Grand Junction declined to 1.9%, a decrease of 2.9 percentage points from the 4.8% recorded in 2011. In 2017, the rental market vacancy rates for the city, county and state were 2.1%, 2.6% and 4.8%, respectively.

| HOMEOWNER VACANCY RATES         | 2000 | 2017 | 2000-2017 Difference |
|---------------------------------|------|------|----------------------|
| Downtown Grand Junction – 81501 | 1.2% | 0.9% | -0.3pp               |
| Grand Junction City             | 1.4% | 1.6% | +0.2pp               |
| Grand Junction MSA              | 1.3% | 1.6% | +0.3pp               |
| Colorado                        | 2.6% | 1.2% | -1.4pp               |

Homeowner Vacancy Rates. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

The homeowner vacancy rate, defined as the proportion of the homeowner housing inventory which is vacant for sale, was similarly tight for downtown Grand Junction. In 2017, the vacancy rate for for-sale housing in the 81501-zip code in downtown Grand Junction declined to 0.9%, a decrease of 0.3 percentage points from the 1.2% recorded in 2011.

In addition, the slower pace of construction of new home construction in downtown Grand Junction significantly contributed to an already tight housing market in downtown Grand Junction adding pressure to home value and rental rate increases.

| NEW HOUSING UNITS PER YEAR      | 2011      | 2017      | New Housing Units Per Year | 2011-2017 Growth |
|---------------------------------|-----------|-----------|----------------------------|------------------|
| Downtown Grand Junction – 81501 | 10,444    | 10,595    | 25                         | 1.4%             |
| Grand Junction City             | 25,936    | 26,995    | 177                        | 4.1%             |
| Grand Junction MSA              | 61,696    | 65,251    | 547                        | 5.3%             |
| Colorado                        | 2,197,823 | 2,319,737 | 20,319                     | 5.5%             |

New Housing Units Per Year . *Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates*

From 2011 to 2017, 151 new residential units were developed in the 81501-zip code in downtown Grand Junction yielding an average of 25 new residential units per year, or 1.4% increase over the six-year period. During the same period, the number of new housing units in the city, county and state increased by 4.1%, 5.3% and 5.5%, respectively.

This slow pace of construction in downtown Grand Junction has contributed to home and rent values increasing at a faster rate than the city and the county.

| MEDIAN HOME VALUE               | 2011      | 2019      | 2011-2019 Difference |
|---------------------------------|-----------|-----------|----------------------|
| Downtown Grand Junction – 81501 | \$132,500 | \$194,800 | +47%                 |
| Grand Junction City             | \$165,700 | \$237,300 | +43.3%               |
| Grand Junction MSA              | \$163,700 | \$238,500 | +46.0%               |

Median Home Values *Source: Zillow Home Value Index*

From 2011 to 2019, the median home value in the 81501 zip code increased 47.0% to \$194,800, faster than the growth rates for the city and county, which were 43.2% and 46.0%, respectively.

| MEDIAN RENT VALUES              | 2011    | 2019    | 2011-2019 Difference |
|---------------------------------|---------|---------|----------------------|
| Downtown Grand Junction – 81501 | \$1,060 | \$1,154 | +8.9%                |
| Grand Junction City             | \$1,268 | \$1,323 | +4.3%                |
| Grand Junction MSA              | \$1,265 | \$1,317 | +4.1%                |

Median Rent Values. *Source: Zillow Rent Index*

From 2011 to 2019, the median rent in the 81501-zip code increased 8.9% to \$1,154 per month, faster than the growth rates for the city and county, which were 4.3% and 4.1%, respectively.

According to the code, Missing Middle housing types can have densities of up to 30 units per acre even though the buildings may be only two or three stories tall. Under Grand Junction's current zoning code which only allows up to 24 units per acre in the R-24 zone, these types of units would not be allowed.

Housing in downtown Grand Junction has been and is expected to increase in popularity with smaller households comprised of millennials and empty nesters. In addition, a strong housing market in downtown Grand Junction is regarded as a critical element for economically strong and socially vibrant downtown commercial sectors.

**4.3 WHO SHOPS DOWNTOWN? THE RETAIL MARKET** The Grand Junction region is supported by a diverse economy. As Colorado's largest food producer for over 100 years it is famous for its peaches, pears, cherries and more recently vineyards. Much wealth was brought to the region in the later part of the century through shale extraction. In recent years, recreation and tourism have become major economic drivers with rafting, hiking, and biking access to the Colorado and Gunnison Rivers, Colorado National Monument and the Grand Mesa.

Downtown retailers on a national scale have changed in order to keep themselves relevant with the evolving market is the move towards a more experiential economy. In response to the shift towards online shopping, brick and mortar retailers have moved towards using their stores as a marketing gateway where interactive experiences generate increases in online purchases. Input received from the community demanded longer hours for businesses and a desire to see more diversity of shops and restaurants in the downtown.

In 2017, the supply of retail exceeded demand (see chart below) thus yielding a positive gap, or surplus, confirming Grand Junction's position as a regional shopping hub at all levels (downtown, city and county) and that retailers attracted more shoppers that reside outside of the respective trade area. Subsectors within the retail industry that performed well on a citywide basis from 2008 to 2017 and who brought in increased amount of tax revenue included 1) restaurants and bar increasing 26.0%; 2) grocery, convenient and drug stores increasing 54.6%; and 3) liquor stores increasing 39.0%. Retailers in these subsectors performed well despite challenges from the increased use of online shopping. Miscellaneous retail, defined as stores with unique characteristics or specialized lines of merchandise, such as used-merchandise stores or ski equipment stores, fell flat increasing slightly at 0.1% from 2008 to 2017 while general merchandise retailers, defined as retail stores that sell a number of lines of goods and products, such as big box stores, fared the worst decreasing the contribution to city tax revenue by 8.2% from 2008 to 2017. This subsector of bricks and mortar retailer likely faced the stiffest challenge from online retailing.

| RETAIL INDUSTRY SUMMARY         | DEMAND        | SUPPLY        | GAP           |
|---------------------------------|---------------|---------------|---------------|
| Downtown Grand Junction – 81501 | \$252 MILLION | \$684 MILLION | \$432 MILLION |
| Grand Junction City             | \$876 MILLION | \$1.9 MILLION | \$1.1 MILLION |
| Grand Junction MSA              | \$2.2 MILLION | \$2.6 MILLION | \$375 MILLION |

Figure 28 2017 Retail Industry Summary. *Source: 2017 ESRI MarketPlace*

Surplus in any given area represents a condition where supply exceeds the area's demand (2017 Methodology Statement: Esri Retail MarketPlace). An oversupply (supply exceeding demand) exists in downtown Grand Junction, and city and county levels. Therefore, retailers are attracting shoppers that reside outside the respective trade areas.

In recent years, Downtown Grand Junction has adapted its Main Street from a predominantly retail business environment to an entertainment district, with more of a mix of restaurants, bars and other entertainment venues. Events in the downtown such as the farmers market and live music on Main Street were stated through input received as the community's favorite reasons to go downtown. These programs help to bring people into downtown and support local businesses.

#### 4.4 WHO WORKS DOWNTOWN? THE OFFICE MARKET.

Having office tenants downtown has a positive effect on increasing daytime population while contributing to business activities of nearby stores and restaurants. Similar to the retail market, demographic shifts and technological advances are also having an impact on the office market in Grand Junction, and once again, millennials are providing some of the driving force behind the changes that are happening. The rise of the creative industries, a broad range of economic activities from advertising and architecture to performing arts and publishing has attracted millennials in increasing numbers. Recognizing this trend, in 2018 downtown Grand Junction applied and became a certified Creative District. The convergence of technological advances and these demographic shifts has factored into the emerging trend of workers and entrepreneurs choosing a flexible co-sharing work location over a traditional office space environment.

Another sector that the city has taken notice of is the outdoor recreation economic activities that is inherent to the region. To accommodate the growing demand from this sector, the much-anticipated launch in 2019 of the 15-acre business park within the Las Colonias development at the riverfront will offer outdoor recreation companies a new office submarket within the Greater Downtown.

Finally, while there might exist opportunities to attract new private sector employers to locate their businesses in downtown Grand Junction, these business models often require the use of taxpayer funded incentives for corporations which have the potential to generate backlash among residents, such as in the case of protesters derailing New York City's attempt to attract Amazon to set up a headquarter. In order to stimulate the economy, Grand Junction offers comprehensive business incubator service that trains entrepreneurs and emphasizes the creation of local jobs.

## SUMMARY OF MARKET TRENDS

### DEMOGRAPHIC TRENDS

- Growth is expected to continue in the area, increasing by .8% over 5 years.
- 15 year Olds and 55 year olds are the highest groups moving to the area.
- The average age of people downtown is 32 (compared to 38 regional and US average)
- Incomes and net worth are lower in the downtown.
- A family in The City and Greater Grand Junction spends 2X more on mortgage and basics than in Downtown.

### MARKET TRENDS- Economic

- Smaller local stores have higher turnover.
- High demand for downtown rental housing. Low supply of existing SF housing.
- Challenge to keep office and retail affordable.
- There is a significant supply of most retail in downtown. Therefore, there is NOT significant amount of retail potential in downtown.

### MARKET TRENDS- Housing

- The overall median home value in Grand Junction is estimated to be \$225,000.
- The the median home value downtown is \$208,000 and the median home value in The City is \$302,000 and Greater Grand Junction is \$309,000. (US average \$218,492)
- There is a demand for a Range of Housing Types and Costs Downtown for people of all incomes and ages..
- There is a market demand for Downtown Housing and Rental Housing. A healthy market has a 3 month supply, downtown Grand Junction has only a 1 month supply.
- Denser products lacks political/ neighborhood support but has market support

### MARKET TRENDS- Transportation

- Approximately 85% of workers commute into downtown.
- People who live downtown are 70% more likely to walk or bike.
- Less than 1% of people in downtown or Greater Grand Junction utilize public transit.



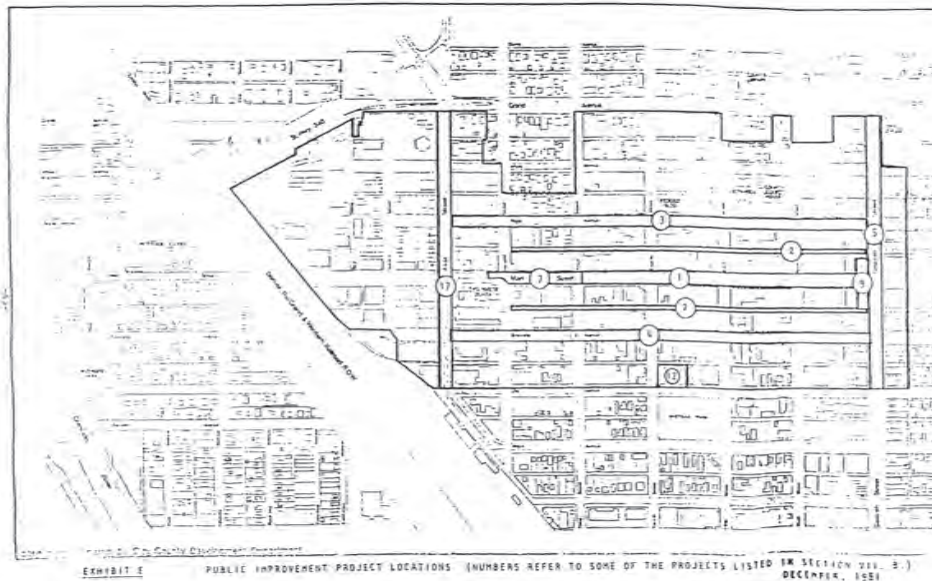
## 5 EXISTING PLANS AND PROJECTS



There are a number of existing plans that are of significant influence to Downtown Grand Junction, including the 1981 Plan of Development. It is important to consider how these existing plans will support and work in collaboration with this Plan of Development. Vibrant Together will work in alignment with the City's Plans such as the Great Downtown Plan and provide recommendations from this update should help to inform revisions to the Comprehensive Plan update currently underway with the City. A detailed description of these and other plans and impacts to the Plan update are outlined below.

The following chapter will outline the existing documents that will influence the Vibrant Together project including

- The 1981 Plan of Development
- The Greater Downtown Plan
- Grand Junction Economic Development Plan
- The I-70 B Corridor Study
- The Downtown Grand Junction Housing Study



**5.1 1981 PLAN OF DEVELOPMENT ('1981 POD')** In 1962, a General Improvement District was created in response to a need for revitalization in downtown that focused on 'converting four blocks of Main Street into a Shopping Park'. In April of 1977 the DDA was established to 'promote growth and halt deterioration of existing structures and property values' in the Central Business District. The current Plan of Development was adopted with this goal in December 1981.

A primary concern of the 1981 POD was to halt the blight and deterioration of the downtown. Similar to today, there was a need to bring back life to downtown with office and residential but the City was challenged to attract new development and/or redevelopment. A major concern of the 1981 POD was the need for utility upgrades in the downtown, especially joint sewer and sanitary lines and other outdated or deteriorating infrastructure. Circulation challenges identified included improving poor alley conditions and backdoor access, one-way streets restricting access to parking. There was also a need for more hotels and lodging as well as higher density and better utilization of upper stories of buildings in order to support sales tax revenues.

Actions for implementation identified by the 1981 Plan of Development outlined both specific and short-term physical improvements to improve circulation and utilities within the downtown as a way of creating an environment for specific redevelopment activities. The plan noted a need to further explore special studies and plans for; Parking Management, Design Guidelines from Downtown, Landscape and Street Lighting Plan, Zoning and Development Control Reviews, Traffic Management, Retail Mix and Recruitment, Detailed Improvement Designs, Housing Rehabilitation. Circulation related improvements included the renovation of the existing Main Street Shopping Park to include landscape, street furnishings and lighting along a well as the extension of the shopping area to 2nd and Main. Alley and street Improvements included converting Rood and Colorado to two-way traffic with associated landscape improvements as well as improvements to 7th and 1st Streets to include landscape and improved intersections. A key consideration to supporting future development within the downtown was to identify locations to construct public parking facilities in the downtown. Site specific improvements included relocation of the regional bus terminal, site improvements to Whitman Park for increased safety and an expansion to the Museum of Colorado. Following these specific projects, the 1981 Plan of development outlined a strategy to acquire and assemble key Public Buildings and Redevelopment Sites. The following redevelopment areas were identified for redevelopment in the downtown.

- **Commercial Renovation District:** This area is focused on the restoration of the buildings along Main Street and the historical preservation of character through materials, color, signage and architectural style.
- **Commercial Center Redevelopment Area:** This area is focused on redevelopment of high intensity commercial along Rood and Colorado between Third and Seventh Streets.



**Two Rivers Convention Center** The \$7.3 million renovation project which is expected to begin in spring 2019 is expected to improve the functionality of the existing 23,000 square foot complex as well as to attend to much needed maintenance repairs. In addition, in order to improve the capacity of the convention center to attract new conference business, a new service corridor will be constructed to connect to a possible future downtown hotel. The DDA contributed \$3 million to this project while the city contributed \$3.3 million. The Colorado Department of Local Affairs (DOLA) contributed an additional \$1 million. According to forecasts, the direct 10-year impact of the project is estimated to be over \$120 million.



**R-5** After the DDA purchased the former R-5 school building from Mesa County School District 51 for \$1.4 million they solicited a call for proposals to develop residential on the site. In 2017 REgeneration was chosen as the developer for the project. The DDA contributed the land to the developer in a phased approach in which it maintains control of the site until the homes are completed. The planned development will include 36 modern townhomes that fit the character of the surrounding neighborhood and contribute to the vibrancy of downtown. Currently, the school building is being utilized as a shared space among a variety of tenants, and in the future could be developed into either commercial or additional residential space. The developer broke ground in early 2019.

- **Mixed Use Redevelopment Area:** This area at the westerns end of Main Street focuses on a multi-block mixed use development with office and convention facilities at Two Rivers Plaza.
- **Primary Governmental and Professional Office Redevelopment Area:** The existing public buildings offer the opportunity to encourage new professional and office buildings with skyway connections between and showcase a high-rise element for skyline.
- **Secondary Governmental and Professional Office Area:** The area adjacent to the existing police, fire, sheriff office and jail could be other civic uses such as public safety, criminal justice and general government.
- **Medium to Low Density Redevelopment:** These areas should offer smaller scale uses and multi-family with on-site parking as a transition to single family neighborhoods.
- **Entrance Development District:** The area west of first street is suitable for large scale redevelopment projects such as food market, office or research park, housing or regional transportation center.

The 1981 Plan of Development is the existing framework for the future updates contained within this Plan. Significant improvements have taken place in the downtown over the last 40 years that include upgrades to utility and transportation infrastructure, the development of the Convention Center and increased lodging in the downtown as well as a thriving Main Street. While some areas, such as Whitman Park, still struggle, The DDA has been directly involved with a number of great successes over the past 40 years.

This combination of public and private investment is a model for continued success in Downtown Grand Junction. There have been numerous partnerships at the state level with the Colorado Creative Industries, Downtown Colorado Inc and other DDA's around Colorado. A number of small but impactful projects have also taken place like partnering with 32 Waves to provide Downtown WiFi, working with PNCI to design and build the first parklet in Grand Junction.

**Financing Opportunities.** One of the DDA's sources of income is a 5-mill levy on downtown properties within the district's boundaries. This provides income for DDA's operations fund, generating approximately \$300,000 annually. (One mill is one dollar per \$1,000 dollars of assessed value.) Another way which the DDA receives its funding from tax increment financing (TIF) within the boundaries of the downtown district. One of the primary goals of the DDA is the economic development of Downtown Grand Junction, including South Downtown. The TIF funds that the DDA receives are specifically intended to address the following areas:

- Serve as market catalyst that can reduce the risk of pioneering investments as well provide public infrastructure upgrades.
- Tax increment financing to fund capital improvement projects, economic development and other efforts that promote the downtown area.

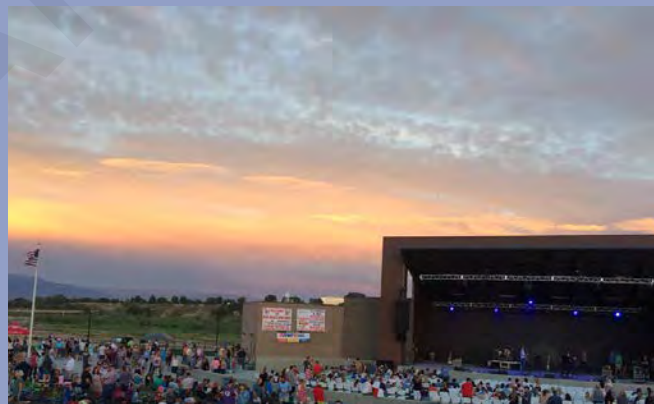
This is the most common form of TIF is bond financing, in which a local government issues bonds backed by a percentage of projected future (and higher) tax collections caused by increased property values or new business activity within the designated project area TIF expenditures are often debt financed in anticipation of future tax revenues. A 2011 ballot measure approved by voters enables the DDA to issue bonds for a total of up to \$65 million over 20 years to finance capital projects.

The DDA accounts for its sources of funding from a variety of different revenue streams.

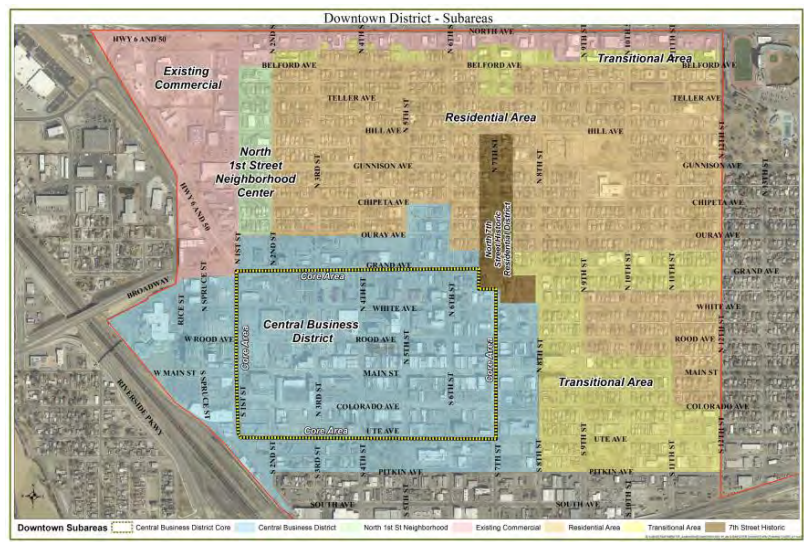
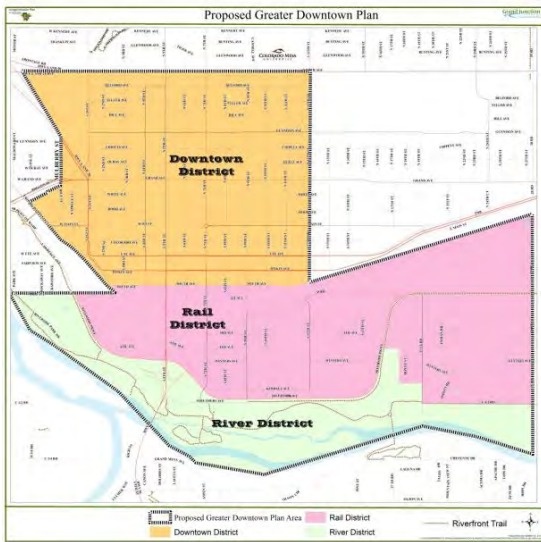
|                         |                                                                                                                                                             |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Special revenue funds:  | Accounts for all revenues and expenditures associated with operating the DDA.                                                                               |
| Debt service funds:     | Accounts for resources which are being accumulated for long-term debt, principal and interest payments on DDA Tax Increment Bonds maturing in future years. |
| Capital projects funds: | Accounts for capital improvements within the boundaries of the DDA.                                                                                         |



The Avalon The \$9.65 million renovation project saved the historic Avalon Theater from being shut down. This revitalized space contributes significantly to downtown's economy as it hosts private and public events, concerts, film festivals and the popular Dining, Shopping and a Movie event. In addition, the renovation increased the seating capacity of the theater by 20%, added a new multipurpose and rooftop terrace while bringing the complex up to code with ADA compliance. The DDA contributed \$3 million to the renovation of the Avalon.



Riverfront at Las Colonias Park. In 2017, Bonsai Design, an outdoor recreation business founded in Grand Junction approached the City, DDA and Grand Junction Economic Partnership (GJEP) about expansion plans. Through the formation of a public/private partnership, the City is developing a Business Park at the east end of Las Colonias Park, integrating it into the community park, which includes the recently completed Amphitheater. Since Bonsai Design announced their plans, the Rocky Mounts from Boulder CO has also announced that they will relocate to the Business Park. The long-planned revitalization of Las Colonias Park from an underutilized space began with the building of a \$3.5 million amphitheater in which the DDA contributed \$500,000. Las Colonias is a \$9 million project with the DDA contributing \$1 million and the City contributing \$8 million along with grants. This public investment is expected to leverage \$20 million of private investment into the park.



**5.2 THE GREATER DOWNTOWN PLAN, 2013.** The Greater Downtown Plan (GDP) has a significant influence to the zoning and streetscape design guidelines for the downtown area. The document establishes subdistricts, planning overlays and primary corridors for the downtown which supplement the City of Grand Junction Development code. Important policies identified in the Plan that will impact the POD are as follows;

- Subdistricts (Downtown, Rail and River). The downtown district is focused on providing a mix of retail, office, commercial and services to provide a hub of activity for residents and visitors of Grand Junction. The downtown district is divided into subareas for the Central Business District, Existing commercial, existing residential, north first street neighborhood center, 7th street historic district, and a transitional zone.
- The Rail district is characterized by incomplete streets, existing industrial and large land parcel. The GDP identifies a need to connect the existing employment base to good and services provided within the downtown district. Policies outlined in the GDP outline that Industrial zoning will be maintained with a goal to Re-establish the grid network within the district. 9th and 12th will be considered 'industrial streets' and 7th and Riverside Parkway will be pedestrian oriented 'public streets'.
- The River District is at the confluence of the Gunnison and Colorado Rivers has a long history in Grand Junction. In recent years the focus has been to connect to the River as an open space and recreation amenity for Grand Junction. The existing bike trails, gardens, amphitheater and future Las Colonias development create an amenity and sense of identity for Grand Junction. Creating connections from downtown to the River are an important outcome for the community.
- Primary Corridors (Riverside Parkway, South Avenue, 5th and 7th Street). Recommendations to Grand Ave, 1st Street, and North Ave in the GDP show improvements to the safety, circulation and aesthetics of the street including sidewalk improvements, street trees, medians, and bike lanes as well as roundabout improvements at Grand and 7th street, Grand and 1st Street, and West Main and Spruce Street. 7th and 9th street are recommended to be redesigned to incorporate bike lanes, parallel parking, street trees and a detached walk. Commercial and retail will be focused along 7th Street. Commercial, retail and housing will be located along Riverside parkway to activate the park.

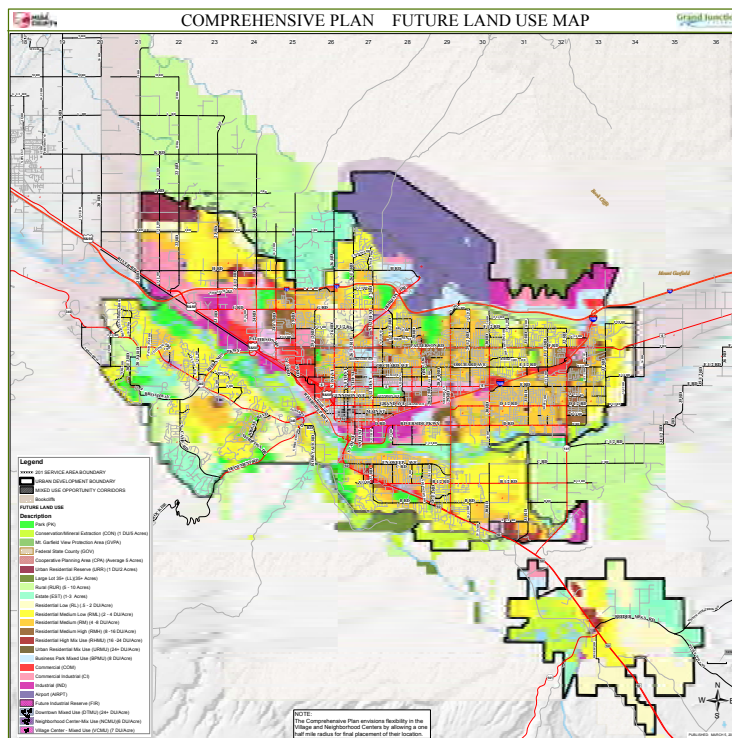
**5.3 GRAND JUNCTION ECONOMIC DEVELOPMENT PLAN, 2014.** The goal of this plan focuses on creating a strategy to attract/retain businesses in Grand Junction. The mission statement is "to create the most livable community West of the Rockies by 2025". Therefore, there is an opportunity to align strategies of the POD with the GJEDP to create a synergy for supporting mutual goals for creating a thriving downtown and a more livable community. Specific actions identified by the GJEDP for potential partnership with

the DDA POD include strategic investments in public amenities and development of office/business park, specifically at Las Colonias and along the Riverfront area. The report outlines a significant amount of commercial and industrial property that has been identified as 'ready to develop'. sites that should overlap with future DDA reinvestment projects.

**5.4 THE DOWNTOWN GRAND JUNCTION HOUSING STUDY, 2015.** The Downtown Grand Junction Housing Study aims to identify ways to increase downtown housing as a way of supporting economic growth in the downtown. The core challenge identified by the study was a lack of diversity on available housing typologies. This project explored the 2015 market context to identify gaps and opportunities for developing site specific opportunities sites and implementation strategies to bring in actionable and feasible housing projects to the downtown. Four opportunity sites were developed into conceptual site plans, development programs with potential funding capacity. The housing study provided a roadmap for the DDA to begin the process of developing housing in the downtown district through infill development.

**5.5 GRAND JUNCTION I-70B AND CURRENT CDOT STUDY, 2015** (Unadopted). This report looked at solutions for the downtown portion of I-70B along 1st Street, Ute and Pitkin, that coordinate pedestrian facilities and critical links between the neighborhoods and outdoor amenities to downtown with competing travel demands along the state highway. Significant effort was put into community feedback and support and working with CDOT. The plan called for working with CDOT to develop an updated vision for what I-70B should look like in the downtown by balancing access for vehicular travel with livability of the downtown, enhancing rather than dividing pedestrian and bike infrastructure connections and maintaining redevelopment opportunities in the area. The plan included pedestrian crossings, streetscape improvements, gateways to the downtown and recommendations for 2-way streets surrounding Whitman Park. Ultimately the plan was not adopted by council. However, the project area and recommendations of this study overlap with the DDA boundary and the goals of Vibrant Together project and should be reviewed for 'what worked, what didn't' to understand why the plan ultimately was not supported.

**5.6 COMPREHENSIVE PLAN AND 2020 UPDATE** This Thrive Together process will lay the groundwork for policy and zoning that supports a vision for the Downtown. The POD will provide land use recommendations in the downtown for the Comprehensive Plan update.





## 6 PUBLIC INPUT SUMMARY



## Online Community Survey Questions

### **1) I usually go to downtown Grand Junction:**

*Multiple Choice: 225 responses*

- |                           |     |
|---------------------------|-----|
| a. Everyday               | 28% |
| b. A few times a week     | 32% |
| c. About once a week      | 16% |
| d. A few times of month   | 12% |
| e. Once a month           | 3%  |
| f. Less than once a month | 5%  |
| g. Other                  |     |

### **2) The top 2 reasons I go downtown are: (Paper Survey Responses: Where do you spend time downtown?) (Instagram Responses: The Main Reason I go downtown is to?)**

*Open Comment: 361 responses*

- |                      |     |
|----------------------|-----|
| a) Work              | 39% |
| b) Dining/Drinks     | 78% |
| c) Shopping/Services | 54% |
| d) Events            | 24% |
| e) Walking           | 10% |
| f) Other             | 2%  |

### **3) Two ideas I have for making downtown Grand Junction a better place are: (Paper Survey: What have you seen in other towns that you would like to see here?)**

*Open Comment: 286 responses*

- |                                            |     |
|--------------------------------------------|-----|
| a. Housing/Development                     | 10% |
| b. Dining Nightlife and Shops              | 25% |
| c. Extended Business Hours                 | 9%  |
| d. Increased Events                        | 18% |
| e. Parking                                 | 11% |
| f. Increase Safety/Enforcement/Cleanliness | 19% |
| g. Bike Facilities                         | 7%  |
| h. Pedestrian/Gathering Spaces             | 17% |
| i. Public Art/Galleries                    | 8%  |
| j. Other                                   |     |
| i. Connection to River                     |     |
| ii. Grocery Store                          |     |
| iii. Transit                               |     |
| iv. Kids Activities                        |     |
| v. Pedestrian Main Street                  |     |

### **4) When I think about downtown Grand Junction, the top 2 challenges I think are:**

*Open Comment: 244 Responses*

- |           |     |
|-----------|-----|
| a. Safety | 34% |
|-----------|-----|

|                              |     |
|------------------------------|-----|
| b. Parking                   | 41% |
| c. Access/Traffic            | 15% |
| d. Small Business Challenges | 32% |
| e. Lack of Public Space      | 6%  |
| f. Lack of Connectivity      | 9%  |
| g. High Costs                | 7%  |
| h. Lack of Housing           | 4%  |
| i. Other                     |     |

- i. Business Hours
- ii. Small Town Mind Set/Resistance to change
- iii. Lack of vision/identity
- iv. Lack of strong anchor
- v. Business Diversity
- vi. Limited business hours
- vii. Limited rentals in downtown

5) The main reason I don't spend more time downtown is: (Open House Question: The one thing I would like to do that I can't do downtown now is...)

*Open Comment: 285 Responses*

|                                 |     |
|---------------------------------|-----|
| a. Safety                       | 6%  |
| b. Parking                      | 8%  |
| c. Access/Traffic               | 7%  |
| d. Business Hours               | 10% |
| e. Proximity to Downtown        | 8%  |
| f. Lack of Choices/Desirability | 27% |
| g. High Costs                   | 9%  |
| h. Food Access                  | 3%  |

**6) Do you live downtown?** Yes 29%. No. 72%

7) If you don't live downtown currently, would you like to? Yes 35% No 45%  
No to Yes 35%

8) If you would like to live downtown but are currently living elsewhere, please give the main reason you do not live downtown: *Open Comment: 297 Responses*

|                    |     |
|--------------------|-----|
| a. Parking         | 13% |
| b. Safety          | 17% |
| c. Not Affordable  | 65% |
| d. Not Desirable   | 41% |
| e. Housing Quality | 32% |
| f. Need more Space | 20% |

**9) How do you usually get downtown? ( Paper Survey: How did you get here today?)**  
**(Passport Question: How do you get around downtown?) Multiple Choice/Open**

*Comment: 332 Responses*

- |                    |      |
|--------------------|------|
| a. Drive By Myself | 65%  |
| b. Carpool         | 4%   |
| c. Bike            | 12%  |
| d. Walk            | 28%  |
| e. Bus             | .07% |
| f. Other           | 1%   |
| i. Skateboard      |      |

**1)) Two ideas I have for improving walking and biking around downtown are:** *Open Comment:*  
*208 Responses*

- |                                                |     |
|------------------------------------------------|-----|
| a. Safety                                      | 17% |
| b. Enforcement                                 | 13% |
| c. More Bike Infrastructure (Lanes/Racks)      | 51% |
| d. Better/More Sidewalks                       | 4%  |
| e. Lighting                                    | 7%  |
| f. Pedestrian Mall                             | 11% |
| g. Public transit                              | 3%  |
| h. Crosswalk Improvements                      | 11% |
| i. Other                                       |     |
| a. Colorado and 3 <sup>rd</sup>                |     |
| b. 5 <sup>th</sup> and Main                    |     |
| c. 4 <sup>th</sup> and Main                    |     |
| d. Grand and 7 <sup>th</sup> and Grand and 5th |     |
| e. Roundabout hard for bikes                   |     |
| f. Non-smoking Main Street                     |     |
| g. More Benches/Pedestrian Spaces              |     |
| h. Connect Ro River                            |     |
| i. Flashing Ped Beacon                         |     |

## Connectivity Workshop: Meeting Notes

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### BIKING GROUP

- Signage on 10<sup>th</sup> street was missed. Readjust on 10<sup>th</sup> street. Good once on 10<sup>th</sup>.
- 10<sup>th</sup> Street.
  - Okay. More neighborhood street
  - Narrow and sloped bike paths
  - Most intersections were 4 way stops so not a very efficient way to get downtown.
  - 10<sup>th</sup> and Grand difficult to cross. (City has future bulb out project here)
  - Encountered one car in the bike lane
- 10<sup>th</sup> bike lane ends at campus. Not sure where to go or how to get to campus cyclepath.
- Make 19<sup>th</sup> a Bike Blvd for local use and discourage bike traffic on 7<sup>th</sup>.
  - 1<sup>st</sup>, 5<sup>th</sup> and 10<sup>th</sup> are good north south connections
- Crossing at 8<sup>th</sup> and 10<sup>th</sup> is more exposed. Could be sharrows? Hesitant to use.
- 7<sup>th</sup> Street to downtown. New campus hotel.
  - Sidewalks were treacherous- up and down over access. Uneven with a lot of gravel and debris. (But overall having a bike lane is an improvement!)
  - Dangerous over business access points (ingress/egress)
  - Alleys are dangerous on bikes. Almost hit by car at Taco Bell.
  - No signal for bike traffic at Grand
  - Not well lit at night in bike lane.
  - 7<sup>th</sup> is a straight shot to Las Colonias
  - It is a nice street and a nice walk, not just good for bikes, multi-modal.
  - Missed connection near Grand where bike lane started/stopped.
  - South 7<sup>th</sup> Has first green lines in the City of GJ.
    - 7<sup>th</sup> and Riverside is a confusing (and dangerous Intersection- Set up for a 'Right Hook').
  - Railroads are difficult to cross. (City has plans to improve 9<sup>th</sup> Street crossing)
  - Some sidewalks are not ADA compatible.
  - No signage to Las Colonias.
    - All signage should include a "How many minutes to..." or a "How many miles to..." to inform of distances
  - More bike racks needed at Las Colonias
- Urban trails has a vision to create a bike system- color coded- throughout the city.
- Yellow Line is needed along Riverfront trails to minimize bike/ped accidents.
- Pedestrian Bridge is dark and night. Just drops you off, no safe crossings or crosswalks.
- In general, larger, wider trails are better. More green space/open space
- Need more bike options than just 10<sup>th</sup> Street
- No bikes are allowed on Main Street.
  - There should be a sharrows on Main and Colorado
  - Supports the benefits of biking meaning less parking needed downtown.
  - Need more bike parking downtown.

- There should be more education about bikes (people ride wrong way/people ride on sidewalks.)

#### BIKEING HANDOUT COMMENTS:

##### Participant 1

- Only space for 2 bikes at dda. More bike parking needed.
- No bike lanes or sharrows on Main Street and Colorado.
- Observed people riding the wrong ways on bike lanes and sidewalks.
- Uneven bike lanes and crashes (on sidewalks)
- Gravel on bike lanes and trash (7<sup>th</sup> Street)
- Very dark at unsafe at night. 7<sup>th</sup> the more people would ride.
- More people would ride if Railroad crossings would be easier.
- Bike box at 7<sup>th</sup> and Riverside parkway 'might cross' potential, 2 boxes confusing.
- No detour sign at construction, Worked at one end.
- More bike racks at new development and amphitheater
- Yellow line needed in middle of Riverside trails.

##### Participant 2

- Sharrows on Main Street and Colorado Ave.
- At 7<sup>th</sup> (southbound) and Riverside Parkway, the green lane guides cyclists into a right hook danger area
- At Riverside Bike-Ped bridge and West Main- no signage to alert drivers that cyclists will be crossing the road.
- No signage to direct cyclists to the Riverside bike-ped bridge
- Sidewalks on 7<sup>th</sup> St were not ADA compliant
- Issue with Bike and Ped Bridge.

##### Participant 3

- Earlier notice sign at first and Main
- Distances
- Grand and Gunnison
- Uneven bike lane squeeze
- Car speeds good and slow
- North side walks awful, close call at taco bell with vehicle.
- 7<sup>th</sup> street sidewalk safeish but slow. Nicer for peds
- Coming into downtown no "Bike Dismount" sign.

#### **WALKING GROUP**

- 4<sup>th</sup> Street
  - Change of scenery after main street. Different building/street relationships
  - Curb cuts and attached walks were notable
  - Traffic Speeds were high and a lot of noise along 1<sup>st</sup> was streets
  - Signage was oriented only to cars (southbound on 4<sup>th</sup>) Walking northbound had to turn around to see street signs.
- Grand

- Loud!
- There was no countdown or button to press to cue pedestrians when to cross the street at 4<sup>th</sup> and Grand.
- The sidewalk was attached and street trees but still did not feel like a comfortable walk.
- Choose to cross at 6<sup>th</sup> street with no pedestrian crossing signal (rather than go to 7<sup>th</sup> or 4<sup>th</sup>) because 6<sup>th</sup> is a nicer walk. There is usually a gap in the traffic. Group member stated this was his preferred crossing with his family and children. Sometimes at night they go up to 7<sup>th</sup>.
- 6<sup>th</sup> Street
  - Less busy, quiet.
  - Detached walk with mature trees.
  - Nice space outside the city building to sit and rest. Kids like to climb on the walls.
  - Not a lot of activity/visibility/isolated. No building frontage onto 6<sup>th</sup>, north/south orientation.
- Main Street
  - **Bathrooms** downtown are a challenge. Most restaurants/stores have a sign stating 'No Public Restrooms'. Restrooms locked at night.
  - **Breezeway** on Mainstreet received a CPETD grant and is a good example of a space that was bad (lots of camping and panhandling) that has been transformed and comfortable.
    - Potentially future projects/grant applications at 6<sup>th</sup>/7<sup>th</sup> bu Sunstop and Avalon Theater
  - **Alleys** are mixed. Some are well lit, some are not.
    - Tagging on dumpsters is a problem. May be an opportunity to introduce a dumpster art program/alley art program?
    - Visibility of cars at alleys for bikes/peds is an issue. Need signage or mirrors in tight places.
- South of Main towards Train Depot/Whitman Park
  - Gravel in Sidewalks. More cracked sidewalks.
  - A lot of vacant buildings/Barbed wire fences/No commercial Activity. Not inviting.
  - Whitman Park is not friendly. Nothing to do there. Not well maintained. Isolated and surrounded by highly trafficked roads.
- General Comments
  - Not all crossings are ADA/Automatic/Audible.
  - When ramps go into street at a 45 degree angle rather than a 90 degree it potentially puts wheelchairs/strollers into the line of traffic.
  - South of Colorado and 4<sup>th</sup>/5<sup>th</sup> are a division in downtown.

#### WALKING HANDOUT COMMENTS:

##### Participant 1

- 4<sup>th</sup> Street is Nice.

- 4<sup>th</sup> Street dumpsters
- 4<sup>th</sup> and Rood- west crosswalk diagonal to street
- Loud Traffic
- No interest in alleys- danger crossing alleys
- 1 way streets- crossing less safe- higher rate of speed
- 4<sup>th</sup> and Grand- push button so you know when it will change.
- 5<sup>th</sup> street. Like the countdown on Grand Ave. is too busy. No buffer between sidewalk and travel lane. Crossed at both corner rams
- 6<sup>th</sup> Street. Quiet Trees, buffer strips, lower scale of buildings

#### Participant 2

- Curb cutouts in direction of travel.
- Alley is higher rate of speed.
- Street names for people.
- Ped info signs
- Bathrooms
- Bus station Improvements
- Northbound 5<sup>th</sup> rate of speed.

#### Participant 3

- Sidewalk ever changing, size design and cracked, heaving
- Alleyways, Dumpster Graffiti and Visibilty
- Leaving the Colorado/Main Area either direction scenery changes, interest goes down.
- South of Colorado immediate decline.
- Whitman Park clientle.

#### Participant 3

- Feeling Safe?: Meh (50%/50% good and bad)
- Feeing Secure? Bad past Colorado- Good North of Colorado
- Unpleasant?: Depends on the street
- Enjoyment: (Comfort) Meh.(Opportunity for Choices/Protected Climate) Good!

#### Participant 4

- Colorado is nice.
- Biker on Sidewalk on Grand
- Vacant Lot- Business Ideas
- Protection: (Safe and Secure) Good! (Sensory) Meh.
- Comfort: (Sit and Stop) Meh (Play and Exercise) Bleh. (Listen Talk & Watch) Meh.
- Enjoyment: (Comfort) Good. (Choices) Meh. (Appealing) Meh.

## Development and Infill Workshop: Meeting Notes

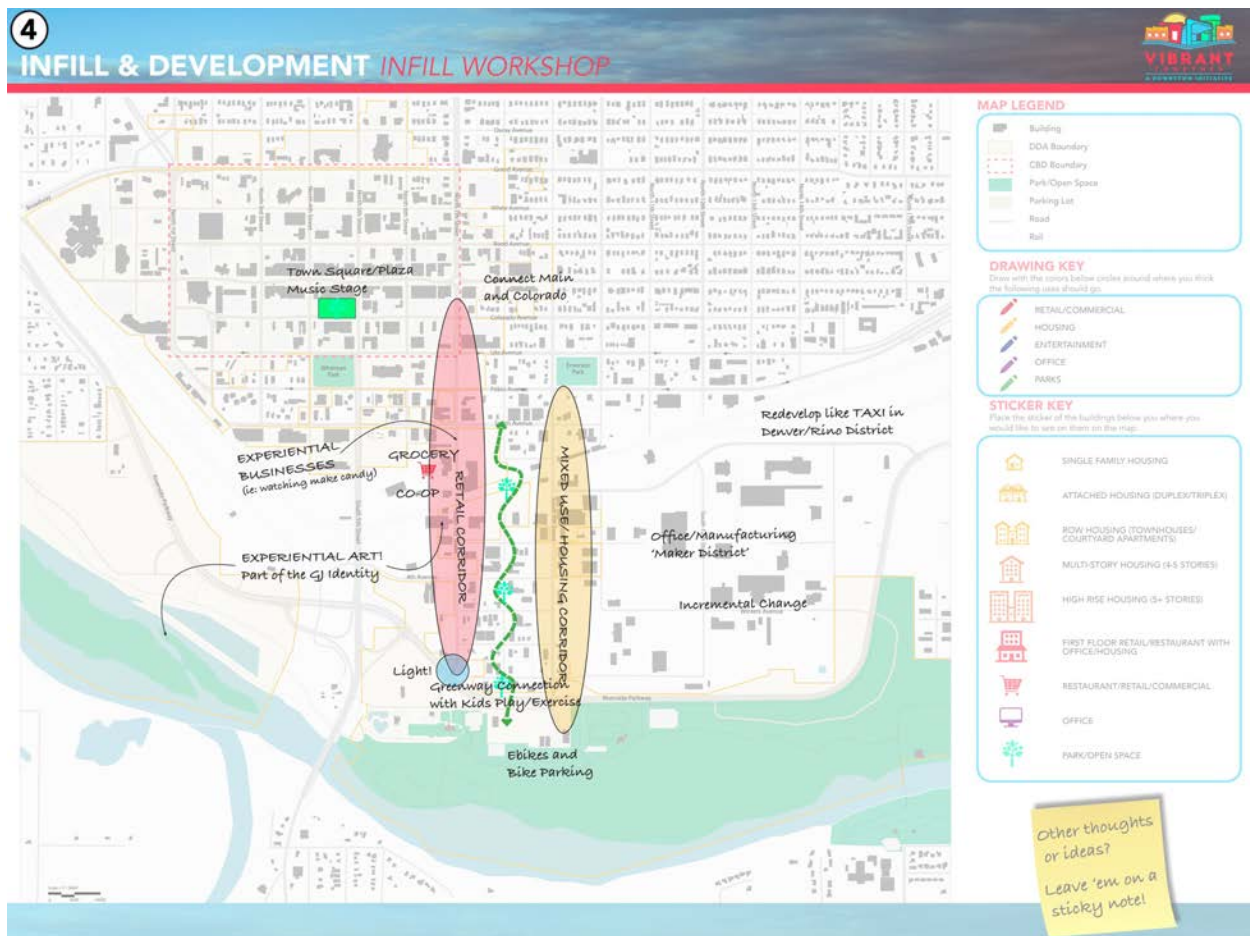
### Current Development Activity?

#### Needs:

- Grocery Store/Food Access Downtown

#### Opportunities/Challenges

- Activities for kids/Places to hang out
- 7<sup>th</sup> Street Corridor
- Work/Office Space (Class A). Where would office work well?
- Office or Manufacturing/'Maker District'
  - GJEP bringing in new businesses
  - DDA plan to support efforts ie: Create livable downtown to support employment base, housing for workers, transportation for workers.
- Need a critical Mass of Development in Rail District
- Better Public signage/wayfinding for Public Parking
- Spread Art beyond Main Street. More of a community identity. More visibility



## **Public Open House- Meeting Notes**

### **STATION 1: INTRODUCTION**

**What is this all about? Do you agree with the goals of the Vibrant Together Downtown Initiative?**

- Response 1: Yes with a caveat! I see a lot of focus on providing attractions and amenities for relatively high income residents. WE need to make downtown enjoyable for all income levels
- Response 2: Need to include more services downtown such as a grocery store.
- Response 3: Yes, you're on the right path but must get involved with housing first for the homeless
- Response 4: I think, in theory, Vibrant is the direction downtown should be headed. More retail- less mortgage/banks/offices
- Response 5: Yes!
- Response 6: Yes!
- Response 7: Yes... Indeed.
- Response 8: Yes!
- Response 9: Yes
- Response 10: Yes, time to re- evaluate
- Response 11: Vibrancy. Love the word and what it means. Housing, connectivity and safety are key
- Response 12: must make 5, 10 year plans
- Response 13: I wish there was a plan for a grocery store
- Response 14: Yes, all five goals are spot on!
- Response 15: Yes!
- Response 16: Main goal, as I see it, if DDA is MORE people, development, etc.
- Response 17: Yes- with consideration of what is done- many times GJ has re- invented downtown, and the continued forward with half thoughts that then create new problems- i.e.: tear down buildings for parking structure and walkways- Colorado Ave is empty on the north side...
- Response 18: WE need/have more biked without racks. Homeless is an issue.
- Response 19: Identity- west CO is very rural/agricultural. How does "downtown" in the largest municipality in the region reflect our aging community and it's importance on our economy. Keep finding ways to serve and represent our farms and ranchers!
- Response 20: I'd add a grocery store 😊
- Response 21: Keeping the downtown alive
- Response 22: Yes!
- Response 23: Nice goals. I don't understand people's issue with parking downtown. There are "max 10 hours" parking meters maybe not enough pressure in GJ to support meters.
- Response 24: Vibrancy, downtown living, identity, connectivity, safety and comfort. Yes- develop an updated strategizing goal!
- Response 25: Blank
- Response 26: Yes!

- Response 27: Yes!
- Response 28: Yes!
- Response 29: Would it be possible to have small mid sidewalk stores or kiosks?
- Response 30: The goals are vague, which is reasonable at this mostly introductory level.

## **STATION 2: CONNECTIVITY**

- Need to enforce speed limits on 5th and 7th, Crosswalks
- Alley coming into 5th st between main and rood. Cant see pedestrains or traffic on left
- Drive, Park then Walk
- Drive and Walk. Need more Parking
- Main Street from 7th to 12th is too dark at night
- Better Connections between downtownw and CMU. Improve connection to Las Colonias on 7th street and 9th Street.
- Parking is way too expensive so we park and walk
- 10001 Gunnison- Backing out Driveway
- Connection to train Station/Pufferbelly. Area for pedestrians.
- Drive and Park. Then walk Main and Colorado
- Homeless and Crime are obstacles to walking I several areas.
- Need safe places to secure a bike. I don't like to leave it locked somewhere for very long. Locked bike boxes should be helpful.
- I get around downtown via bicycle. I recommend focusing efforts on improvising and signing a few main routes rather than try to make most roads a little better.
- More crosswalks and a culture of redefining a safe
- Lack of crossings on grand is hard. Consistent Bike behavior. Card do not know share the road.
- Wifi Connection is great
- Skateboard Rules are unclear. Drivers get frustrated when you skateboard on the street, bikes and peds get frustrated when you skatebaord on the sidewalks
- Good Connectivity. Not much off Main Street
- I live DT
- I would biek the City more if I felt safe from cars. Id need separate bike path from roads.
- Could 3rd street be a bike/ped route? From Gunnison to Pitkin. Could put bulbouts on Main east of 8th and Grand east of 7th.
- I enjoy walking the 6 blocks of Main, but beyond that, I find traffic less considerate, parking less accessible, and businesses less appropriate.
- We need more dedicated pedestrian connection to the riverfront trail on the east side of downtown.
- I walk downtown but drive in from orchard mesa
- Feeling safe, good lighting, seeing other people downtown community
- Mostly Drive, I really wish we had a bus that only went up and down Main like 16th st mall in Denver.

- # 2

## CONNECTIVITY & SAFETY PUBLIC MEETING COMMENTS

### MAP LEGEND

  - Building
  - ODA Boundary
  - Park/Open Space
  - Parking Lot
  - Road
  - Rail
  - Transit Routes
  - Designated Bike Routes

— Route 1 - Airport  
— Route 2 - Orchard  
— Route 3 - Midtown  
— Route 4 - Orchard  
— Route 5 - College  
— Route 6 - North  
— Route 7 - Shopping & Transit

### CRASHES & CLOSE CALLS

Place a red dot on the map if you had a crash or a close call with a vehicle.

Place a green dot on the map if you had a crash or a close call with a person.

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Speed bumps north side of roundabout

Better ped access to train station

Want free parking!

Not a 4 way stop

Not a 4 way stop

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- It is characteristically Grand Junction. In other words, it doesn't look like any other city's downtown. It has a unique character, which we need to preserve by keeping out the chain stores and restaurants.
- I like to walk and bike downtown because its pleasant but I never shop as I don't buy think in specialty shops.
- Commerce- less hours with no grocery, events
- Great activities on Main St. when the weather is nice (summer)
- life, heart of the city, a diverse place of services, "local" representation of culture.
- Pedestrian, family friendly area. WE would never live in any other part of GJ. (we lived up north for two years and then moved back downtown!)
- Home
- Run into people- Community food/drink
- Inviting atmosphere
- : fun shops and restaurants. We always bring guests to walk the Art on the Corner Festivals! Farmers Market.
- a place to go for local shopping, dinner, and fun!
- It's the sphere that I live in. Since I don't drive I can walk to the library, bank, theater, shops and restaurants. But no grocery store!
- It has a sense of place, a place for us to gather, socialize and connect.
- Pedestrian/family friendly place to spend time
- as a native, very important.
- Historically, it was "The Hub" - it was all shopping and entertainment, now it's a nice place to go too. A nice place fairly close to having no reason to go.
- I tell all of out of town folks- best downtown in the state! Bring younger people.
- Hang out and do free things all the time. Public events sponsored by the city and businesses. Going downtown is my hobby. Not joking.
- Center of our lives. We're super bummed that City Market left. If there's a movement for a new grocery store, I'd love to be involved.
- Grocery Store needs to return
- Vibrancy, activity, fun, relationship building with friends, Hub for the community
- : A refuge, pleasant place to hangout and walk, a place to work, place to go out to eat, library! Appreciate the diverse eating establishments, Art on the Corner is great, good diversity of businesses (Scotty's is great)
- Blank
- Center of town. Great grid. The best part of town is the oldest. Why can it be replicated elsewhere?
- I live downtown. It means everything to me and my husband.
- A beautiful place to hang out. Love the old buildings, trees. I like a walkable lifestyle although I don't live downtown currently.
- Larger sidewalks. Ped mall? Would one block be willing to try giving up parking for a large public square/gathering area
- It's a place to show my family when they come visit. Expansion of art on the corner and better traffic control on Colorado and Rood would be beneficial.\

**Instagram Posts: “My favorite thing about downtown Grand Junction is...”**

**Restaurant/Shop Focused Comments:**

- Restaurants
- Kiln and Avalon
- The coffee and the restaurants
- Candy time shop
- All the unique Mom and Pop shops
- Shopping the local shops
- The variety of shops and restaurants
- The walkability to events-restaurants-bars
- Great restaurants like Bin 707 and Tacoparty
- Local Everything; no chain stores or restaurants
- The cute and unique shops and restaurants
- The food
- The cute shops
- Main Street is really enjoyable to walk down with cute shops to look in
- The culture and variety
- Roasted espresso and subs
- The variety of bars and restaurants and the Avalon
- Also gotta love new food and coffeeplaces!
- Local restaurants. Our favorite place to eat is MX tapas.

**Events Focused Comments:**

- The variety!
- The events
- Live music
- Farmers Market
- All the farmers markets and the festivals! There is always something going on.
- The local vibes and shops coexistence
- Farmers Market and Live music
- Shops/Food/Farmers market
- Farmers Markets
- Farmers Market and Community Events
- The vendors and family entertainment
- The parades and food unfortunately
- The GJ off road and music fest! Best weekend of the year by far!
- Music bars, any outdoor events. I thought the paid parking a deterrent to visitors
- Farmers market!
- Farmers Market
- Farmers Markets
- Lights during holidays

- The events you host. Would love even more! Also eating and dining options.
- Festivals, wide range of restaurant options, boutiques such as Polls
- It definitely as to be 5 de mayo festival I live the food trucks and dancing
- New events that have been happening! First Friday art walks are so fun. Stuff like that.

#### Arts Focused Comments:

- The variety!
- The art
- The arts and restaurants
- Unique artwork everywhere along the walk
- Sculpture Walk
- The art!
- The art work!

#### Community/Culture Comments:

- The variety!
- The chill vibes
- The vibe
- How walkable it is, beautiful shops, art and flowers!
- The atmosphere
- It's the foundation of our community! Love the culture and community.
- The small and big areas for walking.
- Design and overall feel. Landscape architecture.
- Its sooo beautiful in.
- Being able to park and walk around with my friends
- The ambiance of main Street
- That is friendly for our whole family- our kids enjoy it as much as my husband and !!
- The community atmosphere and the great local shops
- Friendly atmosphere and sense of community
- The small town vibe
- Its always clean, welcoming and no matter what day of the week is all people shopping
- Everyone is so welcoming. It is a great place to relax and have fun.
- Closeness of fun.

#### Misc. Comments:

- Seeing how much of my taxes are wasted on the GJ cops patrolling and standing around.
- When we used to give free holiday parking

#### Instagram Posts:

##### **"The Main reason I go downtown is to..."**

(Responses Incorporated into Community Survey Question # 5)

- Farmers Market and all the great restaurants!

- Shop! I love shopping small and supporting our local community!
- Restaurants and Farmers Markets
- To get in touch with the lifestyle that I want when I was born – just to take a joyful walk in the city.
- Festivals
- Eat
- Work (lol) Also to be in one of my favorite places in GJ. Grab a coffee, check out the shops
- Relax and entertainment with pals.
- Eat all the foods
- Enjoy the shops and food
- Eat! And walk around
- Main street bagels, antique shopping, brunch
- Get coffee. I live close y and literally run to get it.
- Get coffee, but the show cats and restaurants are pretty compelling too.
- Get out of the house
- Shop, eat and enjoy the atmosphere.
- Shop and Eat
- Work
- I just love it, and miss it
- Date or spend time with friends eat out. Get my hair done.
- Food & Coffee
- Events, eating, meeting friends for drinks ot coffee
- Look at the statues
- To socialize!!
- Enjoy delicious local restaurants!
- To shop local
- The people!
- To support local businesses and get that hometown feeling. Events
- Have a fun experiences
- The Events
- Products/produce I can't get anywhere else
- Shop/attend events
- The ambiance and feeling like I am supporting my neighbors
- For live music
- Support local businesses
- To see Richards beautiful face
- Get my haircut at posh and look for unique local gift
- Spend time
- Eat
- Shop at Gear Junction. Eat at Barons. Get coffee at Roasted
- Music, bars, food, there are some great restaurants downtown, also farmers market

- Meet friends and co-workers
- Eat drink or for an event
- Eat!
- Shopping or dinner dates.
- Eat at café sol and pursue Colorado Baby. I love when the holiday lights are out.
- The experience
- I work at Fairplay Independent Mortgage
- Enjoy lunch and family activity
- Slow down and enjoy food and people.
- Visit restaurants and shops
- Food!
- Eat, shop, play
- Browse stores and eat. (would like to see more vegan friendly dining options)
- Eat food. Get tattoos. Sit and people watch
- The downtown is one of the main reasons I moved here. It is so alive and thriving.
- Walk around and window shop and get coffee at Roasted.
- Look at the gorgeous art and the bars
- Eat and stroll
- Meander around, get coffee and breakfast
- Eat, shop and hunt for Pokemon
- The ambiance
- Farmers Market
- Everyone is so welcoming. Its great to have a place to relax and have fun.
- Cute shops
- The summer events! Kiln. Mainstreet Bagel the entire look and feel. Coziness.
- How the stores support each other.
- Have fun and get out.
- Work, Kiln, fun events and go out with friends for drink/dinner
- I love shopping local and the events are so fun
- Go to Board Fox games
- Farmers Markets and all the great restaurants!
- Shop! I love shopping and supporting our local community!
- Restaurants and Farmers Markets

### **What word best describes downtown?**

#### **Positive Growth Focused Comments:**

- |                           |                 |
|---------------------------|-----------------|
| • Changing for the better | • Emerging      |
| • Up and Coming           | • Evolving      |
| • Progress                | • On its way up |
| • Potential               | • Room to Grow  |
| • Potential               | • Potential     |
| • Potential               |                 |

- Growing and Evolving and Implementing Sustainable Practices, Solar walkability, biking access
- Trending

Art focused Comments:

- Art
- Art on the Corner
- Graffiti
- Art

Community focused Comments:

- A sense of place
- Home
- Pleasant
- Good Food
- Amazing
- Inviting
- Community
- Outdoorist Nirvana

- Entertaining
- Best Downtown in the State
- Heartbeat
- Community
- Historic
- The sphere I live in
- Accessible (Local, Walkable, Variety with locals)
- Should be replicated elsewhere in the City

Negative Comments:

- Obdurate
- Boring
- Not integrated, Very white and Straight
- Food Desert
- Stumbling
- Dated

**What would you like to do downtown that you cannot do right now?**

(Responses Incorporated into Community Survey Question # 5)

Food/Restaurants focused Comments:

- Late night Eats
- Go to places that are open past 5/6pm
- Places to eat after 9pm and weekends (+1) (+2)(+3) Yes
- More Nightlife
- Liquor Store
- More Retail
- Wider Variety of lunch places
- Someplace to go dancing! A place that isn't a meat market (Twisted Turtle) or just for college age people. Someplace hip and cool.
- I would love to see bands that I like. I don't want Blues, Bluegrass, Reggae, Jam Bands, Metal or most other genres that are well represented. We need more diverse music.
- Playful Fun Nightlife
- More nightlife, better food and culture, more festivals like the Downtown Music Festival (Less ICP)
- A 'Barcade' A classic video game arcade that has a bar.
- Indoor physical recreational entertainment activities like pool darts, arcade. That are safe places to go at night.
- More Breakfast Restaurants (Yes)

Food Access focused Comments:

- No grocery Store (+1) Second This. Yes.
- Grocery Store (Agreed!) (Me Too!)
- Trader Joes
- A fresh local food mart (Me Too!) 3<sup>rd</sup>.
- More food gardening
- Weekend AM Farmers Market
- A Drug Store or Market would be Amazing
- Convenience Store
- No convenience store in walking distance
- Grocery Store is a must for vibrancy and downtown living

Shops/retail focused Comments:

- Shopping after 5pm (Yes)
- Dance Studio (for Adults) (Samba, Modern, Salsa)
- No larger retailers (ie:TJ Maxx ect... Don't need LARGE retailers)
- Shop later in the evenings and on Sundays
- See and Be Seen
- Movie Theater
- More than half of the stores open after 5 pm when people are off work
- Stores open after 5pm and on Sundays

Development and Infill focused Comments:

- More options for housing. A multi-purpose arts space (Art, film., theater, music)
- Multi-use zoning
- Recreational Pot Shops
- Upper level living in buildings
- Expansion into River/Arts District (Yes)
- Housing
- More residential Housing (Yes)
- New constructed condos/flats

Safety and Comfort focused Comments:

- Walk Downtown without being harassed by panhandlers
- Less Homeless

Connectivity and Placemaking focused Comments:

- Bike Lanes
- Sustainability
- Walkability- Pedestrian Right of Ways
- Green space along Main Street
- More outdoor eating spaces

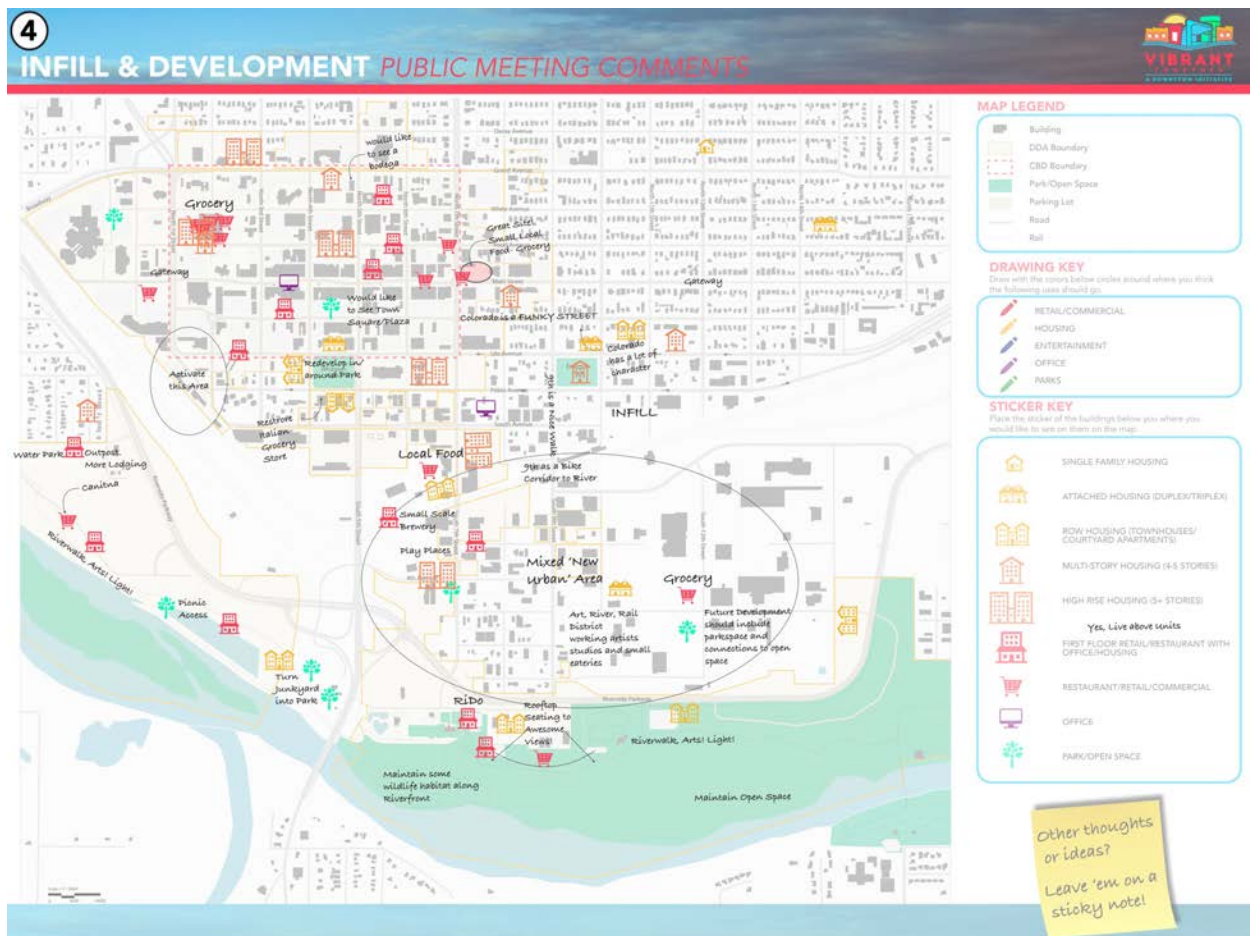
- Parking way too expensive- so we don't come!
- Outdoor gathering spaces
- A safe walking corridor to/from the train station
- A town square
- Outdoor gathering spaces
- A great connection to CMU campus
- Re-open Splash pad to kids
- Parking for people who work downtown so customers can have more available
- Kind of weird art

## **STATION 4: DEVELOPMENT AND INFILL**

**Infill & Development. Lean about strategies and tell us what type of development you would like to see in the downtown?**

- Response 1: I'd like to see Colorado Ave become a "second" Main St. rather than just a place to park cars.
- Response 2: Grocery store, open space, bike lanes/ways
- Response 3: Exercise routes and stations in and between parks, grocery store, and housing for our homeless neighbors
- Response 4: More retail! Grocery Store! And more affordable parking
- Response 5: More retail. Safer feel.
- Response 6: Affordable housing for families!
- Response 7: storefront/living space above.
- Response 8: town homes/middle income housing, more ethnic or healthy food options, and housing for middle income homes not low income or high income
- Response 9: Diverse housing above street level mixed use
- Response 10: Parking for people who work downtown
- Response 11: condos, apts, grocery store, convenience store, bakery
- Response 12: More parking for customers and employees
- Response 13: First floor retail- 2<sup>nd</sup> story housing for Las Colonias and Riverside area with green spaces for river access
- Response 14: More housing perhaps mid- rise housing along south 7<sup>th</sup> street
- Response 15: Affordable, high density housing
- Response 16: Grocery, train station revival, NOT tall buildings.
- Response 17: I'd like to see thing that would attract me to go- I do know there's restaurants and art and sports- I'd like to see a diverse business culture- wine, luggage, grocery, upscale bar, average person clothing store, etc.
- Response 18: Homes/apartments added to top levels of buildings
- Response 19: 2<sup>nd</sup> hand stores, a place to go to late at night between 6 PM- midnight, that's not a bar for some food and activities.
- Response 20: Local owned shops with useful things and service
- Response 22: Continues shops, eateries, outdoor music, and boutique style shops

- Response 23: Small non- industrial sized brewery. More reasonable price restaurants. Dance studios on ground level
- Response 24: Replace junkyard by 5<sup>th</sup> street bridge mountain park
- Response 25: Grocery store/small local market
- Response 26: More late night uses. More bars.
- Response 27: Fix that water fountain “park” so we can us it! We need more free parking
- Response 28: Modern housing- small to medium sized condos, townhomes, live- aboves. Rooftop restaurants with views! More restaurants on river. Maybe a nice park between downtown and river.
- Response 29: More mixed level/use high density
- Response 30: Blighted/condemned/abandon real estate seized and razed. There are such buildings that have been in such states since 2002 when I moved here. Middle-income apartments/condos would go well here.



### Do you Live Downtown? Why or Why Not?

(Responses Incorporated into Community Survey Question #6,7,8)

- Affordability. Not having housing like my condo that is easy to lock and leave and not have maintenance. Part too is noise, it's quieter where I live and have a porch with a view. It'd be a bit of a lifestyle adjustment.
- Cost, pet friendly housing
- Housing of good quality was unavailable at my price point. It also is not as safe as even a few blocks away in Sherwood parks. We need more mid-sized housing, with quality building not just slapped up. Also good access to parks for families.
- I have lived downtown before and loved it and miss it. I hope to again. Everything that matters to me most in GJ is downtown!
- Price, availability, option, etc. Obstacles- would like to live downtown though
- I live downtown, just not in the DDA boundary!
- Grew up on 14th and main! Love having life within walking distance. Currently living in Fruitvale- interested in small living spaces that is not a chapped up Victorian/larger house with weirdo entrances and stairs.
- We lived downtown and loved it but moved closer to grand kids.
- We downsized last year- if new construction condos had been available we would have considered it.
- Access to food, drinks and river
- I live just minutes from downtown about a mile and a half.
- Pets- availability of affordable (middle range) safe, pet-friendly rentals
- Less car dependent- can walk to most activities. Unique/local retailers
- I live in Orchard Mesa, and it's quiet and spacious to live closer to amenities and functions and a happening scene
- Too big of a family to live downtown @ this time. One Day...
- Close to stuff walkable/bikeable
- Easy to get around/walk a little bit of lite/social/music/art
- Shops/Feel
- Too Crowded/Lots are too small
- I love the atmosphere and would love to walk to stores
- There aren't any convenient grocery stores near downtown
- Need More Room, Plus Cost is higher
- Walkability to downtown. 7th Street Historical Sectional. Efforts to maintain and improve area.

**What is your favorite building downtown?**

- The Avalon (9)
- The Train Depot (9)
- Blue Moon (3)
- Alpine Bank (2)
- Crafts and More (2)
- Old Sugar Beet Factory
- Building Across from the Bistro (Italian) on the same side of the street

- The Margery
- Tattered Tartan (Inside)
- 588 Main
- The Candy Shoppe
- Building in front of the water fountain 'park'
- Mesa Jewelers
- 645 South 7<sup>th</sup>
- Dalby Wendland (5 Story) Building
- Old Grocery Store on Pitkin across from Whitman Park
- Grand Valley Books
- NW corner of 5<sup>th</sup> and Main (3 Story white building)
- Renovated Building (Mortgage Title Co.) on 5<sup>th</sup> and Rood
- Any building older than 1940
- Il Bistro
- Federal Courthouse (Classic)
- A Robins Nest (secret tunnels under the old walk)
- Café 201
- Spring Hill Suites
- The B Yoga Building
- Reed Building
- Yarn Shop